26TH YEAR

BROADCASTING
TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION JULY 8, 1957 35¢ PER COPY

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Plymouth picks radio

New lineup at the FCC

Independence at WBC Radio

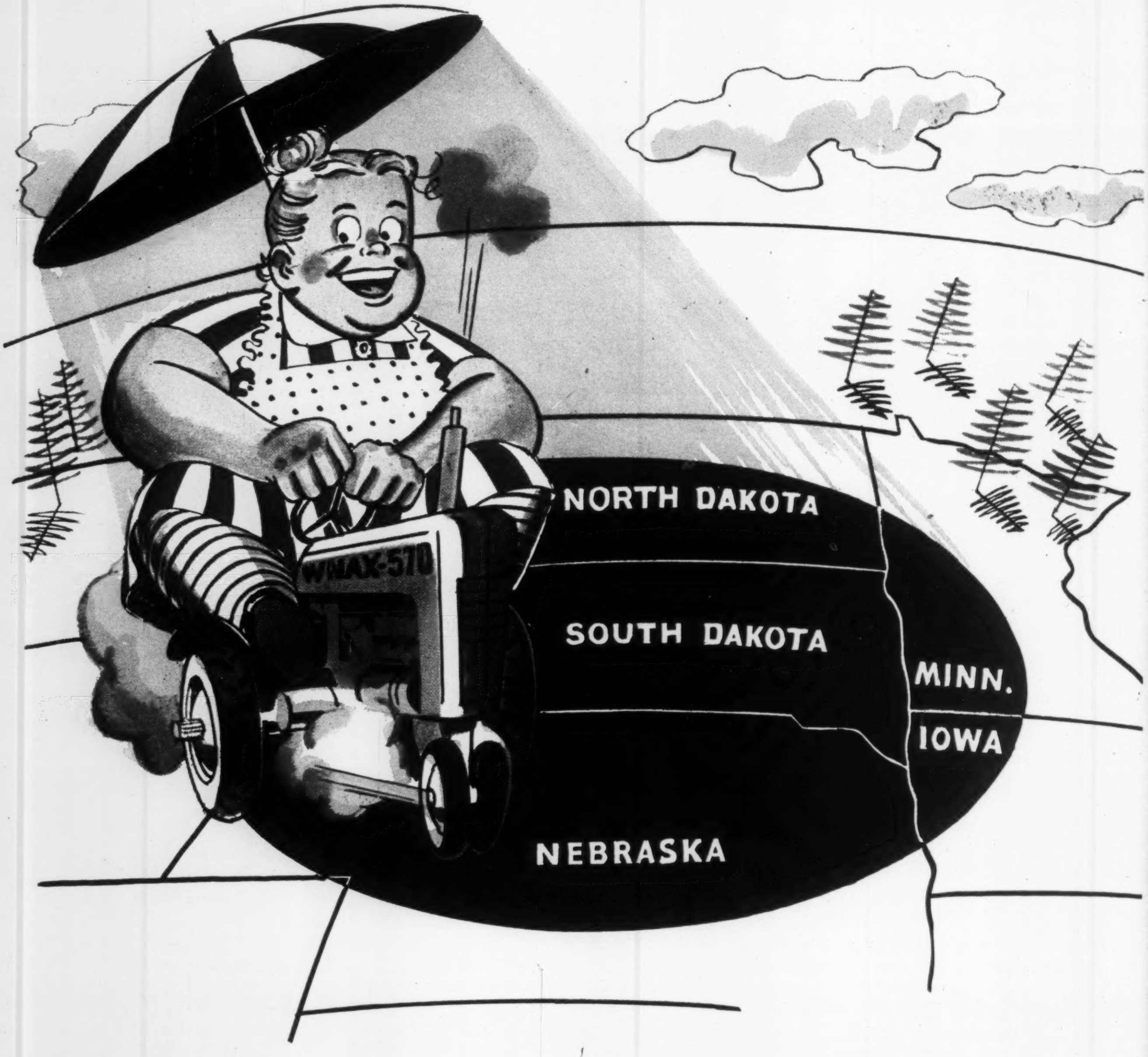
FULL POWER*

* Now with full 316,000 watts, KTVH, **Kansas' pioneer TV station**, blankets WICHITA and 14 other major Kansas communities—with diversified incomes from Oil, Cattle, Agriculture, and Industry! To sell Kansas . . . Buy KTVH—Exclusive CBS-TV coverage in this rich Central Kansas area.

KTVH

CBS BASIC • CHANNEL 12

WARD O PETERSON, GENERAL MANAGER • REPRESENTED NATIONALLY BY H-R TELEVISION, INC.


NORTH DAKOTA
WNAX-570
SOUTH DAKOTA
MINN.
IOWA
NEBRASKA

Umbrella coverage of Big Aggie Land for 35 years

Big Aggie is 35 years old this year. And for all those 35 years she has carved out and delivered an important 175-county market in the farm-rich Middle West.

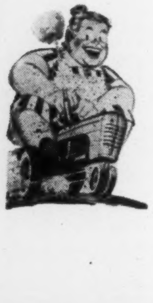
- 2¼ million people
- 600,000 families
- $2.8 billion spendable income

In spite of approaching middle age, Big Aggie is more popular today then she's ever been.

- 80% of Big Aggie families tune to WNAX-570 three to seven times a week.
- An over-all average of 66.4% share of audience.*

Any wonder Big Aggie is just as popular with National advertisers?

*Nielsen #2



BIG AGGIE LAND

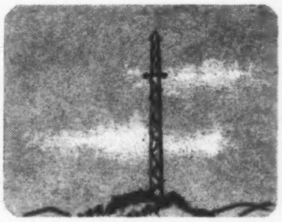
N. DAKOTA
MINNESOTA
S. DAKOTA
NEBRASKA
IOWA

35th ANNIVERSARY OF WNAX — 1922 - 1957

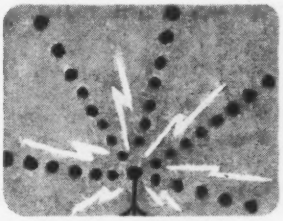
WNAX-570

**Yankton, South Dakota.
CBS Radio.
A Cowles Station.
Don D. Sullivan, General Manager**

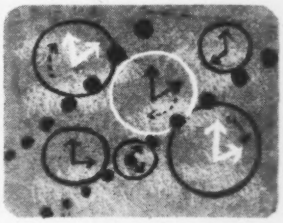
On top of Coal Mountain. . .



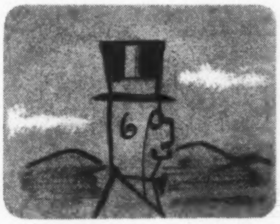
We've put a new tower. . .



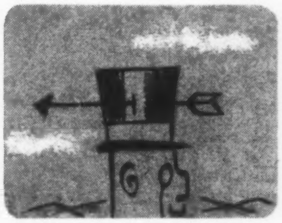
Here's your best signal. . .



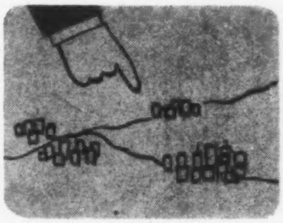
Hour after hour. . .



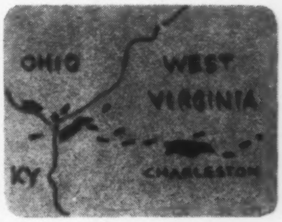
If a well-to-do area. . .



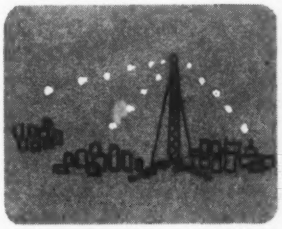
Is your primary target. . .



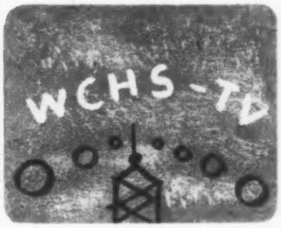
You'll find it here. . .



in this Tri-State market. . .



Charleston, Huntington, Ashland . . .



WCHS-TV is best. . .

People, spending money, viewers . . .

it exceeds the rest. . .

In shorthand or in longhand, it's very plain to see
More homes are fondest of WCHS-TV!

A 1,000′ tower on a 1,250′ mountain now provides blanket coverage in the Charleston-Huntington-Ashland market. WCHS-TV, the only TV station in Charleston, will give you bigger audiences in this well-to-do market, which is the heart of the great industrial expansion taking place in the Ohio valley.

In the February, 1957 Combined ARB for the Charleston-Huntington-Ashland area, WCHS-TV was first in total quarter hour wins over the COMBINED competition.

Get full details from your Branham man who can tell you why WCHS-TV is your best buy in this tri-state region.

WCHS•TV

Serving Charleston-Huntington-Ashland
. . . from the biggest market!
Charleston's only TV Station

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Coronado covered a vast territory . . .

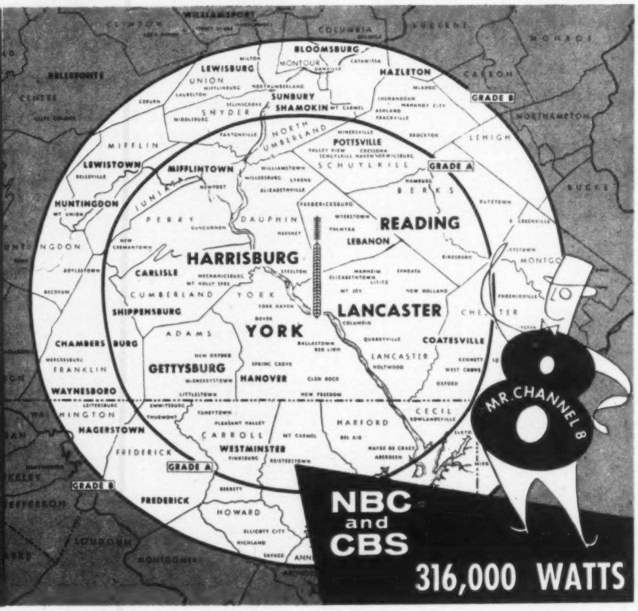
***Francisco Vasquez de Coronado,** sixteenth-century Spanish explorer, ranged over thousands of miles in his search for the Seven Cities of Cibola and their golden treasure.*

today WGAL-TV covers a vast MARKET territory

- 3½ million people
- in 1,015,655 families
- owning 917,320 TV sets
- earning $6¼ billion annually
- buying consumer goods that add up to $3¾ billion annually in retail sales

It's the coverage that makes WGAL-TV America's 10th TV Market!

CHANNEL 8 MULTI-CITY MARKET


WILLIAMSPORT
CLINTON
COLUMBIA
BLOOMSBURG
MONTOUR
DANVILLE
CATAWISSA
LEWISBURG
UNION
MIFFLINBURG
NORTHUMBERLAND
HAZLETON
CARBON
BELLEFONTE
CENTRE
SUNBURY
SHAMOKIN
MT CARMEL
SHENANDOAH
MAHANOY CITY
ASHLAND
FRACKVILLE
GRADE B
NORTHAMPTON
SNYDER
SELINSGROVE
MIDDLEBURG
NORTH UMBERLAND
MINERSVILLE
POTTSVILLE
LEHIGH
MIFFLIN
SCHUYLKILL
SCHUYLKILL HAVEN
ORWIGSBURG
GRADE A
LEWISTOWN
MIFFLINTOWN
WILLIAMSTOWN
MILLERSBURG
LYKENS
ELIZABETHVILLE
HAMBURG
BERKS
BUCKS
HUNTINGDON
MT UNION
JUNIATA
NEWPORT
FREDERICKSBURG
PERRY
DAUPHIN
MYERSTOWN
READING
DUNCANNON
HERSHEY
PALMYRA
LEBANON
HARRISBURG
CARLISLE
MECHANICSBURG
MT HOLLY SPRS
STEELTON
MANHEIM
EPHRATA
ELIZABETHTOWN
LITITZ
CUMBERLAND
YORK
MT JOY
NEW HOLLAND
SHIPPENSBURG
YORK HAVEN
LANCASTER
CHESTER
DOVER
COLUMBIA
ADAMS
YORK
COATESVILLE
CHAMBERSBURG
MERCERSBURG
FRANKLIN
NEW OXFORD
DALLASTOWN
RED LION
QUARRYVILLE
LANCASTER
HOLTWOOD
WEST CHESTER
KENNETT SQ
WEST GROVE
OXFORD
GETTYSBURG
SPRING GROVE
HANOVER
McSHERRYSTOWN
GLEN ROCK
WAYNESBORO
LITTLESTOWN
NEW FREEDOM
WASHINGTON
HAGERSTOWN
EMMITSBURG
THURMONT
TANEYTOWN
PLEASANT VALLEY
CARROLL
MT CARMEL
HARFORD
CECIL
WESTMINSTER
BEL AIR
HAVRE DE GRACE
ABERDEEN
FREDERICK
GRADE A
GRADE B
FREDERICK
HOWARD
ELLICOTT CITY
JEFFERSON
LOUDOUN
MONTGOMERY
MR. CHANNEL 8
NBC and CBS
316,000 WATTS

WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

closed circuit®

BUILDING BLOCKED • Stop order on multi-million dollar expansion of CBS-TV Television City in Hollywood was issued quietly last week by CBS-TV President Merle S. Jones. Reason: preliminary report of Robert Heller & Assoc., Cleveland management-engineering firm, which underscored desirability of delaying construction in Hollywood in light of developments in New York phase of overall study. Project involves network's housing, space and traffic requirements and is projected into needs anticipated decade hence. It covers all phases of CBS Inc. activities.

B•T

FORTNIGHT ago [B•T, June 24] CBS-TV had announced start of construction of new facilities to be added to its present Television City in Hollywood. It involved 12-story office building, eight rehearsal halls and two new studios, with overall cost (including equipment) estimated at probably $10-12 million. It is presumed that upon receipt of final Heller report, expected this fall, Hollywood expansion plans may be revised to conform with new projections.

B•T

KOVR (TV) SOLD • Sale of ch. 13 KOVR Stockton for approximately $3.5 million to Lowell Thomas-Frank M. Smith, *et al,* interests has been agreed upon, with prospect that transfer applications will be filed with FCC within fortnight. Principal owner of ABC affiliated station is H. Leslie Hoffman, who heads Hoffman Electronics Corp. and is former president of RETMA. Thomas-Smith group owns WROW-AM and WCDA (TV) Albany, and recently acquired ch. 11 WTVD (TV) Durham for less than $1.5 million. Terry Lee, president-general manager of KOVR, along with present personnel, expected to be retained, although Mr. Lee disposes of his minority stock interest in transaction.

B•T

"ROTATION" system on chairmanship of administrative agencies, espoused by Eisenhower administration several years ago, to all intents has been dropped as far as FCC is concerned. Official commission certificate naming John C. Doerfer as chairman of FCC did not specify term. Same was true in case of George C. McConnaughey, who ended his two and a half year tenure last June 30.

B•T

CHANGING TIMES • KPRC-TV Houston has purchased 600 feature films of MGM 720-feature film package. While price was not disclosed, it was ascertained that film package alone cost more than what Hobby-owned *Houston Post* laid out for ch. 2 KPRC-TV in 1950. Purchase price was $743,000.

CONVERSATIONS were still in progress last week on merger of Television City Inc. (KQV principals) and WCAE Inc. (Hearst) on ch. 4 assignment in Pittsburgh area. It's understood that Earl F. Reed, president of TCI, and Charles McCabe, chairman of Hearst Corp.'s radio and television committee, have discussed down-middle-50-50 partnership, with understanding that other three applicants would be paid $50,000 each toward out-of-pocket expenses [B•T, July 1]. FCC had been deadlocked 3-3 (Comr. Craven not participating) on final decision, with votes divided between KQV and WCAE. Station, which would become Pittsburgh's third vhf, would become ABC-TV outlet.

B•T

MISSING MEASUREMENT • If Sindlinger & Co., weekly measurements of radio listening can be believed, rating services which don't measure out-of-home audience are grossly shortchanging medium. For week of June 23-29 Sindlinger found that 35.3% of all hours people spent listening to radio were spent listening to auto radios. Incidentally, in same week total radio listening almost pulled even with television viewing: 57.4% of people over 12 years of age listened to radio, 57.6% watched tv.

B•T

CH. 11 KIVA (TV) Yuma, Ariz., which has been in economic straits virtually since it began operation in 1953, is being acquired, subject to FCC approval, by Captain Harry C. Butcher, owner of KIST Santa Barbara and World War II Naval aide to General Eisenhower. Purchase price is $241,000 for all of common stock of property on debt-free basis. Seller is Valley Telecasting Co., including Donald Ellsworth, president. Ray C. Smucker, general manager, would continue in that capacity under Capt. Butcher's ownership. Station is affiliated with all three networks on extended market plan basis.

B•T

TURNABOUT • When Frederick W. Ford, now nominee for FCC vacancy, left FCC in 1953 to join Department of Justice, he had been candidate for general counselship of FCC. Post went to Warren E. Baker, then assistant to chairman of Civil Aeronautics Board. Mr. Baker was candidate for FCC vacancy which went to Mr. Ford.

B•T

VICTOR H. KRAMER, Justice Dept. trust-buster who has been key government attorney in broadcast cases (current suits against RCA-NBC on Westinghouse stations exchanges; motion picture producers-distributors for allegedly block booking practices; Philadelphia radio stations and association for allegedly conspiring to maintain rates) is resigning from government service in September to open own law office in Washington. Cincinnati-born (1913), Yale Law School graduate (1938), Mr. Kramer has participated in Lorain *(Ohio)* Journal, New Orleans *(La.)* Times-Picayune *and ANPA cases, among others.*

B•T

COURT CALENDAR • Government suit against RCA-NBC alleging coercion in persuading Westinghouse to swap its Philadelphia stations for NBC's Cleveland properties may get down to basics this fall. Philadelphia District Judge William H. Kirkpatrick told parties to get together on facts of law regarding Justice's right to bring suit after FCC had approved transfers (key defense by RCA-NBC). He has told litigants that he hopes to rule on this point following submission of joint legal memorandum in month.

B•T

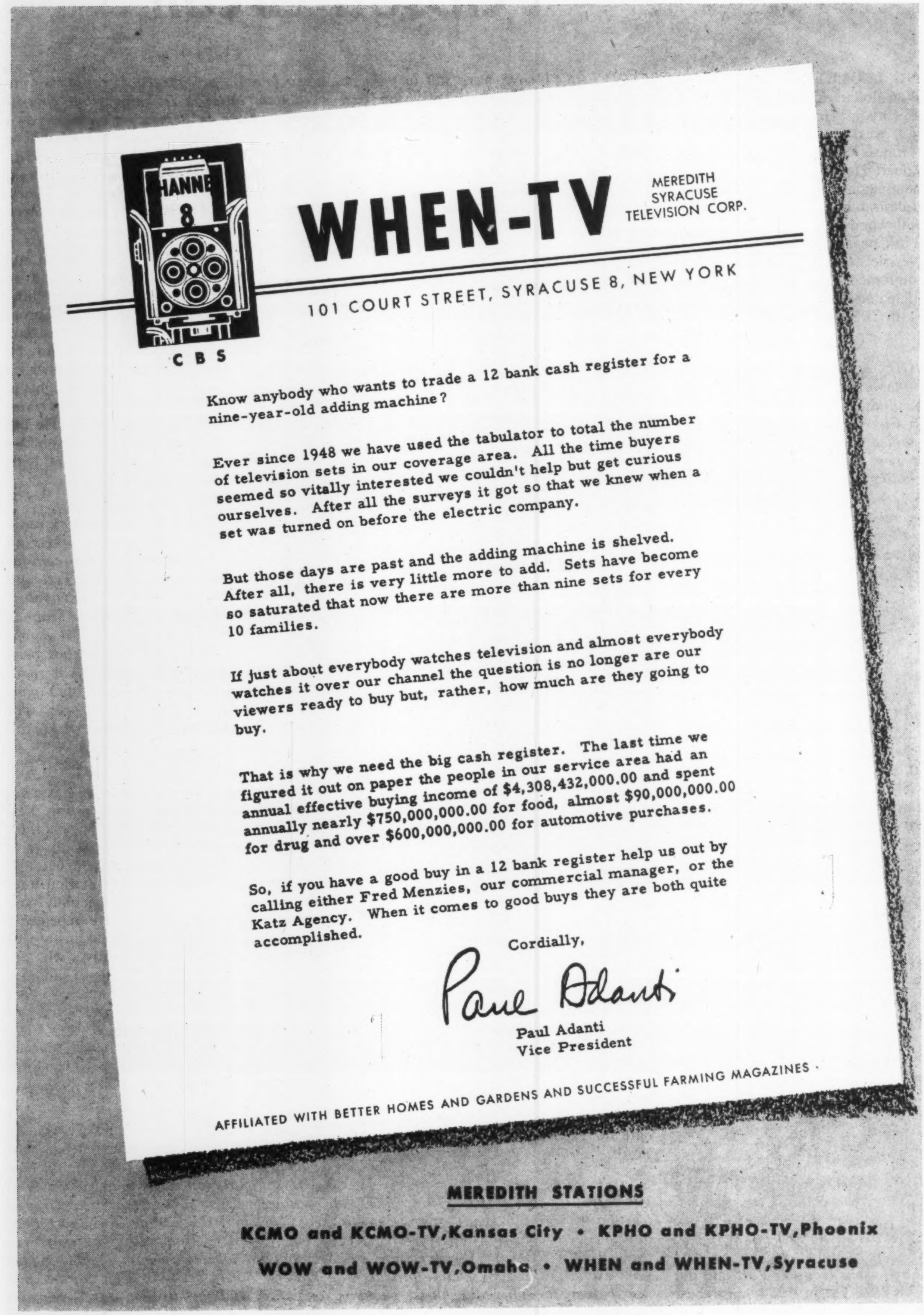
GENERAL ELECTRIC will launch radio test campaign in seven major markets on "good music" stations for new am-fm receiver retailing at about $80. Test will run four to eight weeks, starting in October, with copy theme: good music sounds better on new GE set. There's this significance in GE test: (1) Company has been deliberating whether to use print or radio to introduce new model. (2) If test pans out, it could portend future radio spot buying for GE receivers. Agency is Maxon Inc., New York.

B•T

PEACE CONFERENCE • Bob Eastman, president of American Broadcasting Network, has invited some of severest critics of general network practices to lunch at ABN headquarters tomorrow (Tuesday). His guests will be members of Station Representatives Assn. who, individually and through their association, have repeatedly criticized network sales of spots instead of programs. Station representatives who are not SRA members will attend another Eastman lunch later this month. Though nature of intended luncheon talks has not been announced, it's assumed Mr. Eastman hopes for rapprochement between reps and network. He used to be rep himself (with John Blair).

B•T

CLEAR channel status at FCC remains at dead center. Commission bucked case back to staff two weeks ago for further analysis and evaluation, and staff is now waiting to get together with Comr. Craven for guidance. Indications are that some commissioners would like work-up relating to some duplication and higher powers; others seem to lean toward termination without decision of 12-year-old problem.



WHEN-TV

MEREDITH
SYRACUSE
TELEVISION CORP.

101 COURT STREET, SYRACUSE 8, NEW YORK

CBS

Know anybody who wants to trade a 12 bank cash register for a nine-year-old adding machine?

Ever since 1948 we have used the tabulator to total the number of television sets in our coverage area. All the time buyers seemed so vitally interested we couldn't help but get curious ourselves. After all the surveys it got so that we knew when a set was turned on before the electric company.

But those days are past and the adding machine is shelved. After all, there is very little more to add. Sets have become so saturated that now there are more than nine sets for every 10 families.

If just about everybody watches television and almost everybody watches it over our channel the question is no longer are our viewers ready to buy but, rather, how much are they going to buy.

That is why we need the big cash register. The last time we figured it out on paper the people in our service area had an annual effective buying income of $4,308,432,000.00 and spent annually nearly $750,000,000.00 for food, almost $90,000,000.00 for drug and over $600,000,000.00 for automotive purchases.

So, if you have a good buy in a 12 bank register help us out by calling either Fred Menzies, our commercial manager, or the Katz Agency. When it comes to good buys they are both quite accomplished.

Cordially,

Paul Adanti

Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

MEREDITH STATIONS

KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix
WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse

THE WEEK IN BRIEF

LEAD STORY

Plymouth's Affection For Spot Radio—Chrysler Corp.'s Plymouth Div., whose copy proclaims that "suddenly . . . It's 1960" finds that in 1957, the swept-wing medium is radio. In an exclusive B•T interview, Louis T. Hagopian, Plymouth's advertising-sales promotion director, tells how and why the automaker rediscovered spot radio, and details Plymouth's broadcast strategy for the 1958 model. Page **27.**

ADVERTISERS & AGENCIES

Shulton Is Big-Time Tv And Happy About It—Firm puts $2.5 million of its yearly $5.5 million into network tv and isn't the least bit reticent to explain its sales strategy. Page **30.**

Redskins Invade Philharmonic Teepee—Amoco wants the Sunday afternoon CBS Radio time to extend its sponsorship of the pro football Redskins, but there are rumblings of opposition from those who don't want the present Carnegie Hall schedule disrupted. Page **37.**

Billing Rise at FC&B—More than $100 million billing estimated in the shop at Foote, Cone & Belding, as agency consolidates account gains that indicate even further spread among advertisers of diversified businesses. Sharpest climb among media at agency: television, an estimated $33.3 million worth. Page **29.**

They're Buying at a Different Stand—Hollywood may be finding new money making films for television, but when it comes to spending money to advertise its movie product, the choice is far and away radio. Page **35.**

High or Low Ratings—American Research Bureau reveals results of extensive tests showing why its Los Angeles daytime sets-in-use figure is below those of other services. Page **32.**

GOVERNMENT

NOMINEE FORD

Ford Fills FCC Vacancy—Former FCC attorney Frederick W. Ford nominated to be FCC commissioner, succeeding George C. McConnaughey; Mr. Ford represented Commission in major Richards and ABC merger cases. John C. Doerfer takes over as chairman, sets sights on "hands-off" policy on economics in broadcasting. Page **52.**

Right to Authorize Toll Tv Again Questioned—House Commerce Committee Chairman Oren Harris raises question of FCC's legal right to authorize toll tv. Expresses "amazement" at lack of written legal opinion; implies Commission should not move further until question is settled. Telemeter files first comments on test questions; urges immediate full-scale authorization. Page **61.**

Scope of FCC Probe—Rep. Moulder outlines areas to be scrutinized in his subcommittee's investigation of FCC. Staff begins preliminary work, with hearings targeted for October. Page **58.**

Hennings' Political Bill Clears One Hurdle—Sen. Hennings' "clean elections bill," relieving broadcasters of equal time demands by "splinter" candidates—and of libel responsibility for what aspirants say—clears Rules Committee. Page **60.**

'Leak-Influence' Antidotes Offered—Sen. Jackson introduces promised bill making "leaks" of information from FCC and other regulatory agencies a crime, also second bill providing criminal punishment for attempts to influence commissioners. Page **60.**

STATIONS

MR. McGANNON

How Westinghouse's Shift to Independent Radio Paid Off—President McGannon gives a facts-and-figures report on how prestige and earnings have grown in the past year. It's an exclusive B•T interview. Page **98.**

Station Sales Last Week—N. H. station group buying WNOW-AM-FM-TV York, Pa.; KOME Tulsa changes hands, and Kenyon Brown sells KLYN Amarillo. Page **74.**

PROGRAM SERVICES

Advertisers Look Weaver's Way—Several sponsors reportedly are ready to sign up with Sylvester L. (Pat) Weaver Jr.'s "Program Service" as DuMont's WABD (TV) New York and WTTG (TV) Washington are announced as "affiliates" in those two cities. Page **80.**

NETWORKS

Broadcasters And The News—President Frank Stanton, of CBS, discusses evolution of news and the responsibility of broadcasters to keep public informed. Defends uncensored Communist interviews. Page **48.**

MANUFACTURING

Something New in Color?—System using black-and-white film stock for color programs to be tested at WJAC-TV Johnstown, Pa. Bryg Inc., developer of plan, hints it may have important impact on live color, too. Page **73.**

OPINION

The Right Word Spells Sales Success—BBDO's Brower explains the fine line between outstanding and ordinary tv commercials. He tells what differentiates the smart copy from the run-of-the-mill species. Page **105.**

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WHEN KANSAS CITY GOES SHOPPING . . .

It's a WHB world

FOOD . . .
More national food product advertising is placed on WHB than on all other local radio stations combined. And locally, virtually all major food chains advertise consistently on WHB.

DRUGS . . .
National drug advertisers and local drug stores spend more money on WHB than on all other local radio stations combined.

AUTOMOTIVE . . .
WHB carries schedules for every major national automobile advertiser. Local car dealers buy more time on WHB than on all other local radio stations combined.

CIGARETTES . . .
Every cigarette brand buying spot radio in Kansas City in 1956 bought WHB.

NEW HOMES . . .
Kansas City home builders put more new-home advertising on WHB than any other Kansas City radio station.

. . . *and* **IT'S A WHB AUDIENCE . . .**

Whether it be *Metro* Pulse, Nielsen, Trendex or Hooper—
whether it be *Area* Nielsen or Pulse — WHB is the dominant first among every important audience-type. That statement embraces the housewife, her husband, their teenagers — as well as the farm family. *Every* survey agrees. Whether it's *audience* or *advertising* it's a WHB world! *Talk to Blair or WHB GM George W. Armstrong.*

WHB 10,000 watts on 710 kc. Kansas City, Missouri

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.
TODD STORZ, PRESIDENT
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

FCC FIRES ANSWER ON PAY TV AT HARRIS

IN strongly acidulous response Friday, FCC furnished Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee, with copy of legal memorandum upholding its right to authorize subscription tv—if found in public intterest to do so. Rep Harris had registered "amazement" at fact Commission had not issued written, formal opinion on legality of its power to approve toll tv (see page 61).

Pay tv proceeding has not been concluded, FCC Chairman John C. Doerfer wrote, and, therefore, no requirement necessary that written, formal opinion on legalities be issued. However, in light of Mr. Harris' interest, copy of memo on law, adopted July 3, enclosed.

Memorandum holds that nothing specified in Communications Act or predecessor Radio Act forbids charge for receiving broadcast signals. Indeed, report maintains, during debate on 1927 Federal Radio Act, mention of charges brought up on floor of Congress were answered by Sens. Dill and White to indicate that no such bar was being imposed.

Commission analysis also points up fact that in several instances Congress has legislated specifically to prohibit FCC from taking certain actions; it has not done so about charges—in fact one proposal to prohibit charges died in committee.

Letter also alluded to Rep. Harris' questions regarding meaning of Commission's reference to possible need for statutory power to regulate pay tv. Commission meant, Mr. Doerfer said, that up to now it had not determined need for such legislation but was holding subject in abeyance until final decision made.

Meanwhile, ABC scheduled to tell FCC today that toll tv trials should not be authorized until basic questions are resolved. Tests now would be "meaningless," ABC to say. It also suggested that Congress decide vital issue, or that pay tv proponents seek special frequencies in current 25-890 mc and above 890 mc proceedings. Also scheduled for filing today was statement by Lou Poller, holder of grant for ch. 25 WCAN-TV Milwaukee, recommending that trials be limited to non-network-affiliated, uhf outlets; to only one station per market; to only one system in each market (but all systems should be tested); for three years; with stations limited to 15%-25% of yearly hours, but no daily, weekly or monthly limitation.

UA's Net on Post-'52 Films Reported Around $2.5 Million

THOUGH United Artists isn't ready yet to announce reaping harvest of cash on its newest film package of post-1952 films (some of which, like Bogart-Hepburn's "African Queen," Ferrer's "Moulin Rouge," were mentioned during abortive Kaiser-ABC-TV negotiations last month), UA last week was reported to have racked up net sales amounting to approximately $2.5 million.

UA doesn't necessarily sell package of 50 films as one; it lets stations buy as many as they want under "Name Your Number" plan. Among top-market stations who have consented to pay up to $10,000 per film are WBZ-TV Boston, WFAA-TV Dallas, WTOP-TV Washington, WTIC-TV Hartford, KNXT (TV) Los Angeles, WCAU-TV Philadelphia, and as-yet-unidentified Chicago outlet. Smaller market stations, e.g., WGUL-TV Galveston, have also snapped up films, but are paying average of $6,000 and up for each film purchased from UA package.

Fact that UA is selling fast and furiously to stations doesn't preclude signing with major advertiser for national coverage. Company has already had talks with Bymart-Tintair, Revlon, but both seem to have fallen through.

Ideal Toy Again Buys Parade Tv, Cites Sales Boom From Last Year

IDEAL Toy Corp., New York, will sponsor telecast of annual New York Thanksgiving Day parade for third successive year on NBC-TV, Benjamin F. Michtom, Ideal chairman of board, announced Friday. NBC-TV telecast will be on 85 stations Nov. 28 in hour-long program featuring floats, giant balloons and movie and tv personalities.

Local stores are identified with $100,000 program through two 10-second cut-ins which are made available to retailers in each city by Ideal. As result of last year's parade, Mr. Michtom said, Ideal sales jumped immediately and Ideal ended year with record $20 million in sales. Ideal placed order through Grey Adv., New York.

FREE REMINDER

AGENCY executives who had occasion to call Edward Petry & Co., station representative, in New York last week were given some good advice for long July 4 weekend. Best of all, it wasn't necessary to buy availability to obtain reminder. Operator at Petry answered the phone with: "Drive carefully this weekend. We want you to call us again."

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 27.

PHARMACO TO HIT 150 MARKETS • Pharmaco Inc., Kenilworth, N. J., planning spot radio campaign in about 150 markets, lasting for 29 to 33 weeks, starting in mid-September. Pharmaco is buying one-minute announcements, devoting 40 seconds to Feen-A-Mint and 20 seconds to Chooz, and scheduling spots on Monday-through-Friday basis in 7 a.m. through 7 p.m. periods. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

RINSO NINE-WEEK BARRAGE • Lever Bros. (Rinso Blue), N. Y., understood to be buying nine-week tv spot campaign in undetermined number of markets starting late this month. J. Walter Thompson, N. Y., is agency.

SUNSHINE CONSIDERING • Sunshine Biscuit Inc., N. Y., understood to be considering fall participation in *Garry Moore Show* on CBS-TV. Agency is Cunningham & Walsh, N. Y.

BUYS FOR BOY-AR-DEE • American Home Products, N. Y., for Chef-Boy-Ar-Dee products, placing radio-tv campaign for 26 weeks in 15 radio markets and five tv markets. Young & Rubicam, N. Y., is agency.

EVERSHARP CAMPAIGN • Eversharp Inc., for shaving instruments, understood to be lining up availabilities in medium sized radio campaign that will last about seven weeks starting after Aug. 5. Agency is Cunningham & Walsh, N. Y.

SUDS ACTIVITY • Colgate-Palmolive's Super Suds expected this Wednesday to enter such major markets as Atlanta, New Orleans and Omaha with newly orchestrated jingle for 20-week radio spot campaign. Cunningham & Walsh, N. Y., is agency. Super Suds has not been very active in broadcast media.

PLANS JELL • General Foods, N. Y., for its Sure-Jell, planning to use last flight of its radio schedule, mostly in northern section of country, effective July 15, for six weeks. Young & Rubicam, New York, is agency.

PENS POISED • Libby-Owens-Ford Glass Co., Toledo, Ohio, considering sponsoring second half of Perry Mason Show, alternate weeks, Saturdays 8-9 p.m. on CBS-TV. Signature on contract expected early this week. Fuller & Smith & Ross, N. Y., is agency.

at deadline

KBET-TV Sacramento to Help In Fall Earth Satellite Project

KBET-TV Sacramento, Calif., has become official "tracking station" for U. S. Navy Dept. of Research with plans to electronically follow earth satellite which scientists will launch in September. KBET-TV will begin construction, installation and operation of tracking station at its transmitter site in mountains near El Dorado. In this manner, CBS basic affiliate will determine height, position and speed of satellite as it passes over station's coverage area, which encompasses California's Central Valley. When launched, satellite is expected to pass over Sacramento area once every two hours.

"In volunteering to participate in this great project, we hope to give government scientists important data through the end of the International Geophysical Year, Dec. 31, 1958," said John H. Schacht, vice president and general manager of KBET-TV. Peter Onnigian, chief engineer, will supervise construction of project which station is undertaking at its own expense.

Orlando Ch. 9 Grant Appealed

WORZ Orlando, Fla., unsuccessful applicant for ch. 9 that city, on Friday asked U. S. Court of Appeals in Washington to reverse June 7 grant of ch. 9 to WLOF Orlando. WORZ claimed FCC did not answer all exceptions taken to examiner's initial decision (which favored grant to WORZ) and that Commission overemphasized WLOF preferences and minimized WORZ's good points. Commission granted vhf channel to WLOF largely on what it called indirect ownership in WORZ of William O. Murrell Sr.

Clyde Palmer Dies at 80

CLYDE E. PALMER, 80, broadcaster-publisher, died Thursday night at his Texarkana, Tex., home after suffering a stroke. Mr. Palmer and his wife had established Palmer Foundation to conduct educational research project, which is publishing new series of textbooks for grade schools. Palmer broadcasting interests include KCMC-AM-TV Texarkana; KWFC Hot Springs, KAMD Camden, KELD El Dorado and KFMA Magnolia, all Arkansas.

NL&B Adds Three

APPOINTMENT of Walter Daspit Jr. as business affairs manager of its radio-tv department and two other staff additions announced Friday by Needham, Louis & Brorby, Chicago. Mr. Daspit formerly was assistant radio-tv director at Ruthrauff & Ryan. Other new members are Ed McAuliff, previously vice president and creative staff member at Earle Ludgin & Co., to NL&B copy staff, and Gordon M. Keswick, U. of Illinois, to research department.

Oberfelder, Randell Buy WKIX; KUDU Purchase Filed at FCC

SALE of WKIX Raleigh, N. C. (850 kc, 10 kw) by Sir Walter Tv Co. (WNAO-TV Raleigh) to Ted Oberfelder and Lou Randell for $168,000, subject to FCC approval, was disclosed Friday. Mr. Oberfelder is former vice president of ABC and Burke Stewart & Co., representative. Sale was handled by Blackburn & Co.

Application for FCC approval has been filed for purchase of KUDU Ventura, Calif. (1590 kc, 1 kw) by Tri-Counties Public Service Inc., Beverly Hills, Calif. for $162,500 from William H. Haupt, president. Principal stockholders of Tri-Counties are: Mrs. Virginia Wallace, 50%; Robert and Jean Grettenberg, 30%; and William Rea Jr., 20%. Mr. Rea once owned CKNW New Westminister, B. C. Wilt Gunnzendorfer & Assoc. is broker.

Two More Dolcin Officers Fined

FINES of $1,000 and $750 have been levied by U. S. Court of Appeals, Washington, on Dolcin Corp. officers George Shimmerlik and Albert T. Wantz respectively. Punishment, latest court action in contempt proceedings, was levied when three-judge appeals court denied Messrs. Shimmerlik and Wantz petition for reconsideration and rehearing. Last April company and president, Victor Van Der Linde, were fined $15,000 and $2,500 respectively for contempt of court. Court ruled last December that firm and three executives failed to discontinue radio advertising on Dolcin pills (arthritis and rheumatism remedy) after ordered to do so by Federal Trade Commission, confirmed by appeals court.

Gray Seeks Closer Liaison

WIDER contact between government departments dealing with telecommunications matters is provided by new top-level procedure set up by Gordon Gray, director of Office of Defense Mobilization. Responsibility for work of Cabinet Committee on Telecommunications Policy & Organization now rests on ODM director, with committee being dissolved. Mr. Gray plans to consult with Telecommunications Advisory Board, whose members are at assistant secretary level. Board chairman is Maj. Gen. Jerry V. Matejka, assistant to director of ODM for telecommunications. ODM's telecommunications activity does not include radio and tv broadcasting.

UPCOMING

July 8-Aug. 2: Television Institute, U. of California, Los Angeles.

July 10: Hearing on NARBA, U. S.-Mexico post, Senate Foreign Relations subcommittee, Washington.

PEOPLE

EDMUND F. BURYAN, formerly marketing consultant with Booz, Allen & Hamilton, management consultant firm, named vice president in charge of marketing at W. A. Sheaffer Pen Co. He will supervise sales, merchandise, advertising and market research.

FRANK HOPKINS, tv-radio copy chief, Campbell-Ewald, Detroit, to N. W. Ayer & Son, Detroit, in radio-tv department. **STEPHEN W. MEADER,** associate director of Ayer copy department in Philadelphia, retires after 30 years with agency.

WALTER L. THRIFT, formerly with Television Programs of America, appointed southern sales representative of ABC Film Syndication, headquartering in Virginia Beach, Va., and covering Virginia, West Virginia, North Carolina and South Carolina.

IRVE TUNICK, radio-tv-film writer, signed by TNT Tele-Sessions Inc., N. Y., closed-circuit tv organization, to exclusive contract.

PHILIP WISE, account coordinator, promoted to assistant account executive on Instant Chase & Sanborn coffee for Compton Adv., N. Y.

Good Gets New RCA Post

APPOINTMENT of Lowell H. Good to newly-created post of director, engineering utilization, RCA, was to be announced over weekend by D. F. Schmit, vice president, product engineering, RCA staff. For past 18 months engineering executive in RCA's defense electronic products organization, Mr. Good now assumes responsibility for developing and executing comprehensive program for effective, economical coordination and utilization of engineering manpower and resources in all areas of RCA operations. He has been with RCA product and developmental engineering activities since 1941.

WRCV-TV Gets School Bell Award

WRCV-TV Philadelphia Friday said it was first local tv station to receive School Bell Award. Award was bestowed during centennial convention of National Education Assn. at Philadelphia. Award was for station's documentary series, *Progress*, in which New Jersey Education Assn. and Pennsylvania Education Assn. presented programs dealing with current problems in education. Series, which began October 1955, currently is seen in color. Lloyd E. Yoder, NBC vice president and general manager of WRCV-TV, accepted medallion award at special ceremonies at Convention Hall.

TPA Sells in Guatemala

TELEVISION programs of America made its first sale in Guatemala with *The Count of Monte Cristo* series which will be sponsored in Spanish version by Instrumentos Musicales S. A. on RAD-TV Guatemala City effective in August.

5
It's Crystal Clear!

OKLAHOMA CITY WATCHES **3** STATIONS

5 KGEO-TV

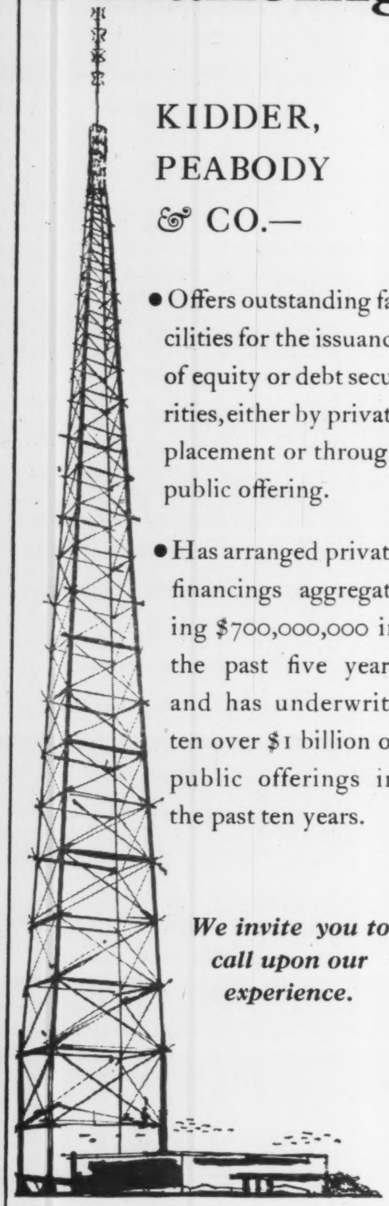
EXCLUSIVE abc FOR OKLAHOMA CITY

100,000 W. • 1,386 FT. ABOVE AVERAGE TERRAIN

GEORGE STREETS, STATION MANAGER

CHARLIE KEYS, SALES MANAGER

REPRESENTED BY **BLAIR** *Television* **ASSOCIATES** INC.



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- Offers outstanding facilities for the issuance of equity or debt securities, either by private placement or through public offering.
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We invite you to call upon our experience.

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OPEN MIKE

Wants the P&G Story

EDITOR:

I would appreciate receiving seven copies of our very fine article, "How P&G Cleans Up With Television" [B•T, June 3]. Congratulations on the terrific service you are providing the broadcasting industry.

Jack Andrews Price
Director of Radio & Television
Russel T. Kelley Co. Ltd.
Hamilton, Ont., Canada

EDITOR:

My client, Procter & Gamble of Canada, tells me that your magazine has published a most excellent article on P&G [B•T, June 3]. Would it be possible for me to get either a tear sheet of this article, or the issue in which it appeared?

Jean-Francois Pelletier
Jean-Francois Pelletier Co.
Montreal, Que.

[EDITOR'S NOTE: TvB provides free single copies of the P&G story. Additional copies are available for 25c each.]

Says Kelley Exaggerated

EDITOR:

B•T June 17 quoted Dr. James B. Kelley, industrial research consultant for the New York State Commerce Department, as stating that the boosters widely used to brighten aging television picture tubes produce potentials of 30 to 40,000 volts thus causing more gamma radiation.

This is not true. The widely used boosters are small transformers that step the heater voltage to slightly above the normal value of 6.3 volts. These boosters have no effect whatever on the magnitude of the electron accelerating voltage and therefore cannot cause increased gamma radiation.

Louis A. Betros
Technical Writer
Central Technical Institute,
Kansas City, Mo.

Likes Analysis of Radio Today

EDITOR:

Please send me a copy of B•T, June 3. The story, "Radio Today—It Doubles As Companion and Servant" is one of the finest things on radio that has been written for a long time. It's short and to the point. It should be in the hands of every station manager and should be read every morning for two weeks. It's excellent.

Joe Milsop
Manager
WCPA Clearfield, Pa.

More Pepsi, Please

EDITOR:

I thoroughly enjoyed reading "Television Stamps Quality on Pepsi" [B•T, June 24].

I know that our local bottlers would be very interested in the article, and I would appreciate your sending me half a dozen reprints.

Robert I. Grossman
Production Manager
WXEX-TV, Petersburg, Va.

[EDITOR'S NOTE: Reprints are available at 15 cents each and $15 per 100.]

Nail on Noggin

EDITOR:

Adam Young surely hit the nail on the noggin when he said that radio stations, especially "powerhouses," fail to use highway billboards to acquaint car audiences with their dial locations [B•T, June 17].

We made same suggestion in B•T 10 years ago and on a recent trip through five southwestern states noted the situation hasn't improved to speak of. Conclusion: most radio stations don't believe in advertising . . . billboard, anyway.

E. J. (Bert) Haling
Internal Revenue Service
Dallas, Tex.

Wants Data on Tv Commercials

EDITOR:

We are looking for some research material pertaining to the saturation of commercials. We are particularly interested in the impact curve of commercials on sales as it pertains to the number of times a particular commercial is used, over what span of time or number of programs—or whatever else has been developed and reported in this field.

Ralph Carson
Carson-Roberts Advertising
Los Angeles, Calif.

[EDITOR'S NOTE: B•T references have been sent.]

What Is Spot Tv?

EDITOR:

We would like very much to have your definition of "Tv Spot" as you have used it in your article "1956 Tv Spot Spending by Brand" [B•T, April 8].

Do your figures include only "tv spots" (20-second, one-minute, etc.) or other tv expenditures?

Mrs. Wilda H. Wilson
Ratcliffe Adv. Agency
Dallas, Tex.

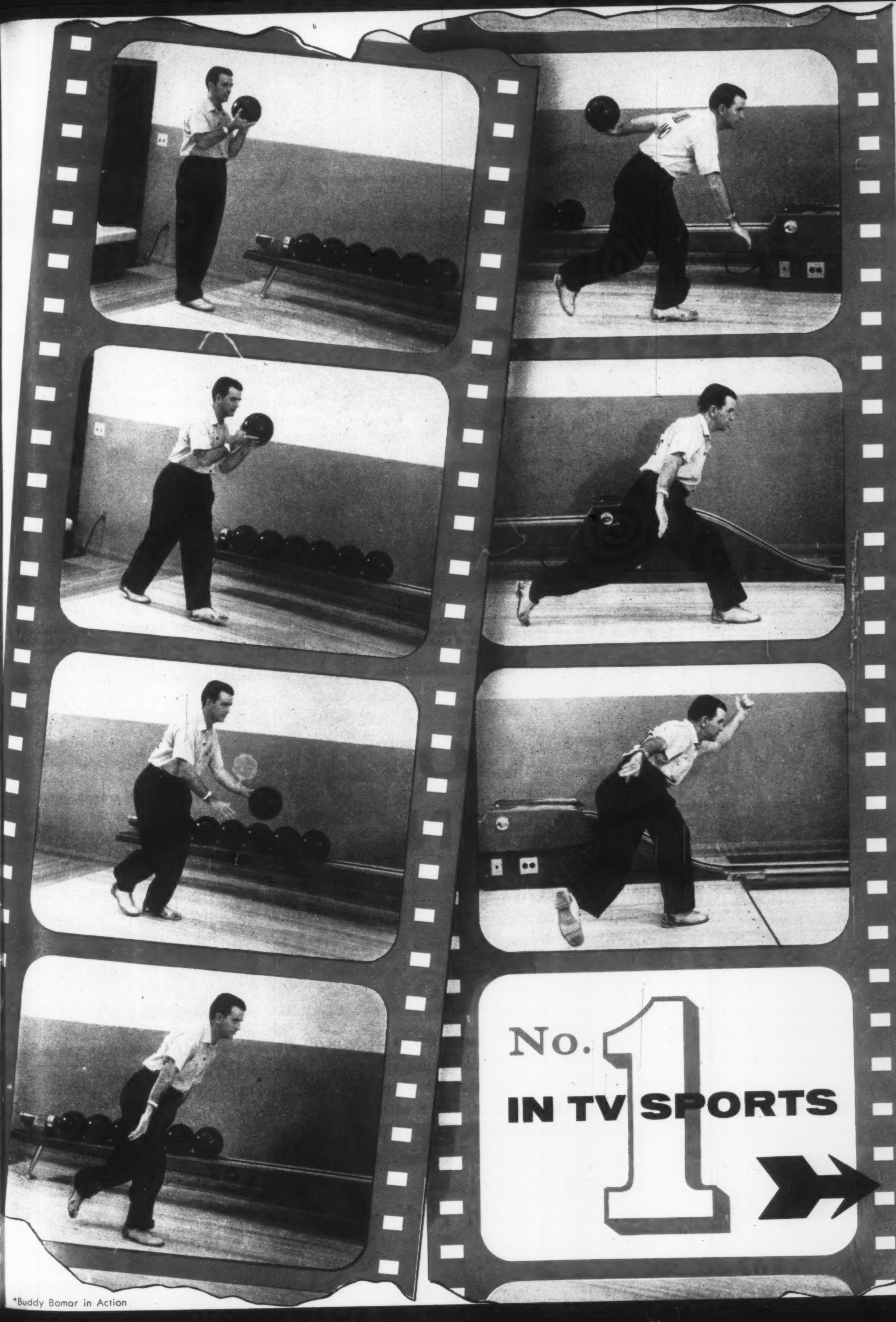
[EDITOR'S NOTE: Tv spot refers to all that business which is placed by national advertisers on television stations but not on national networks. It can refer to a 10-second spot commercial or to a sponsored program placed by the advertiser on individual stations.]

Prefers to See the 'C'

EDITOR:

As long as you're bent on rescuing me from the anonymity in which I had so long been comfortably ensconced [B•T, June 17], I thought I should advise you that in any future mentions you ought to add a "c" to my name.

Richard W. Jencks
Asst. Gen. Attorney
CBS-TV Hollywood, Calif.


No. 1
IN TV SPORTS

*Buddy Bomar in Action

CHAMPIONSH

America's No. 1 TV Film Sport Seri

WE'VE GOT THE STARS

BRUNSWICK-BALKE-COLLENDER, the top name in Bowling, has America's leading Bowlers under exclusive contract. Seen only in "Championship Bowling."

DON CARTER
3 times All Star Champion

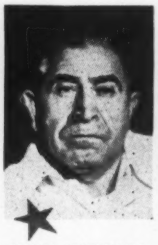
BILL LILLARD
Bowler of the Year, 1956-57

DICK HOOVER
ABC Masters Champion, 1957

JOE WILMAN
Hall of Fame. Winner of 4 ABC Championships

BUZZ FAZIO
ABC Masters Champion, 1955

STEVE NAGY
National Match Game Champion, 1954-55


ANDY VARIPAPA
All-Time Bowling Great ABC Hall of Fame

JIM SPAULDING
ABC 1957 All-Events Champion

SEE — Lou Campi, Buddy Bomar, Ned Day, Tom Hennessey, Pete Carter, Thurman Gibson, Ray Bluth, Stan Gifford, and all the other famous Brunswick stars in action!

WE'VE GOT THE RATINGS

Look at this typical cross-section of recent ratings coast-to-coast; and remember, these are all in fringe time periods.

CINCINNATI	MILWAUKEE	FORT WAYNE	MINNEAPOLIS	LOUISVILLE	ROCHESTER
WKRC-TV	WTMJ-TV	WKJG-TV	WCCO-TV	WAVE-TV	WROC-TV
28.9	15.7	40.4	22.6	22.7	30.0

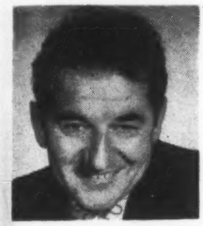
"CHAMPIONSHIP BOWLING" GETS AND HOLDS THE TOP RATINGS. Regular Pulse audience studies in BILLBOARD show "Championship Bowling" is No. 1 with the men among syndicated film shows; No. 8 with women and No. 8 with children.

Twice winner of the Billboard Poll as America's No. 1 TV film

HIP BOWLING

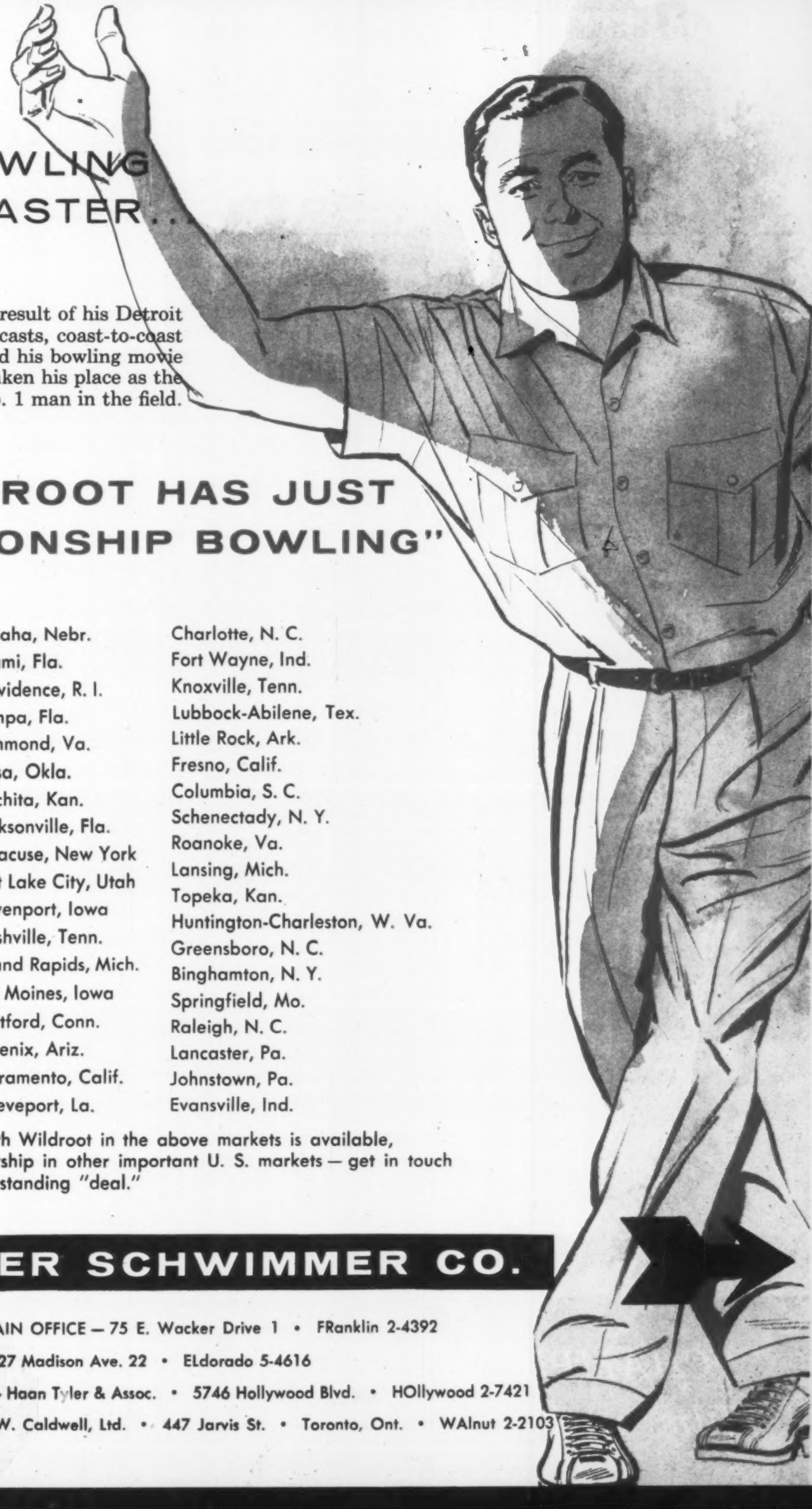
..Now going into its 4th BIG year!

WE'VE GOT THE WORLD'S No. 1 BOWLING SPORTSCASTER...



Fred Wolf

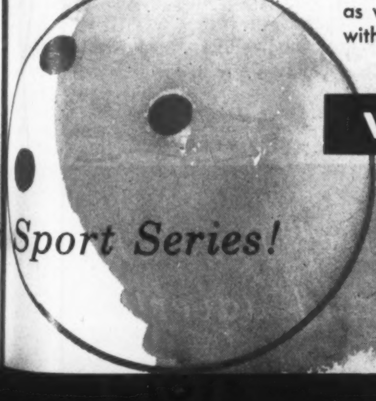
Since 1945, as a result of his Detroit (WXYZ-TV) bowling telecasts, coast-to-coast bowling sportscasts, and his bowling movie shorts—Wolf has taken his place as the No. 1 man in the field.



FLASH! WILDROOT HAS JUST BOUGHT "CHAMPIONSHIP BOWLING" IN 73 MARKETS*

New York, N. Y.
Chicago, Ill.
Los Angeles, Calif.
Philadelphia, Pa.
Detroit, Mich.
Baltimore, Md.
Cleveland, Ohio
Washington, D. C.
Boston, Mass.
St. Louis, Mo.
San Francisco, Calif.
Houston, Texas
Milwaukee, Wisc.
Pittsburgh, Pa.
New Orleans, La.
Buffalo, N. Y.
Dallas, Texas
Seattle, Wash.
Minneapolis, Minn.
San Diego, Calif.
Cincinnati, Ohio
San Antonio, Texas
Kansas City, Mo.
Denver, Colo.
Atlanta, Georgia
Memphis, Tenn.
Indianapolis, Ind.
Columbus, Ohio
Louisville, Ky.
Norfolk, Va.
Portland, Ore.
Birmingham, Ala.
Rochester, N. Y.
Toledo, Ohio
Dayton, Ohio
Oklahoma City, Okla.
Omaha, Nebr.
Miami, Fla.
Providence, R. I.
Tampa, Fla.
Richmond, Va.
Tulsa, Okla.
Wichita, Kan.
Jacksonville, Fla.
Syracuse, New York
Salt Lake City, Utah
Davenport, Iowa
Nashville, Tenn.
Grand Rapids, Mich.
Des Moines, Iowa
Hartford, Conn.
Phoenix, Ariz.
Sacramento, Calif.
Shreveport, La.
Charlotte, N. C.
Fort Wayne, Ind.
Knoxville, Tenn.
Lubbock-Abilene, Tex.
Little Rock, Ark.
Fresno, Calif.
Columbia, S. C.
Schenectady, N. Y.
Roanoke, Va.
Lansing, Mich.
Topeka, Kan.
Huntington-Charleston, W. Va.
Greensboro, N. C.
Binghamton, N. Y.
Springfield, Mo.
Raleigh, N. C.
Lancaster, Pa.
Johnstown, Pa.
Evansville, Ind.

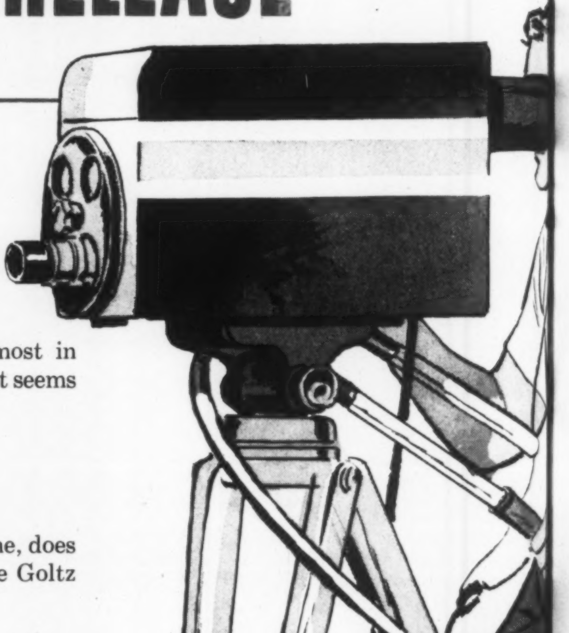
*Co-sponsorship with Wildroot in the above markets is available, as well as sponsorship in other important U. S. markets — get in touch with us for an outstanding "deal."


Sport Series!

WALTER SCHWIMMER CO.

CHICAGO — MAIN OFFICE — 75 E. Wacker Drive 1 • FRanklin 2-4392
NEW YORK — 527 Madison Ave. 22 • ELdorado 5-4616
HOLLYWOOD — Haan Tyler & Assoc. • 5746 Hollywood Blvd. • HOllywood 2-7421
CANADA — S. W. Caldwell, Ltd. • 447 Jarvis St. • Toronto, Ont. • WAlnut 2-2103

"CHAMPIONSHIP BOWLING" NOW HAS 26 BRAND NEW FULL-HOUR FILM SHOWS JUST COMPLETED AND AVAILABLE FOR FALL RELEASE



A Production Masterpiece
by Peter Demet

6-Camera "Live Action" technique extracts the utmost in excitement and thrills—gives you a perfect "picture." It seems like you are right there, watching in person.

Directed by Sid Goltz

Television's No. 1 Sports film expert. No one, but no one, does the painstaking frame-by-frame editing job that is the Goltz trademark.

Only "Championship Bowling" film series gives you a complete 3-game bowling match in one hour. Nothing telescoped. Nothing "recapped." Nothing omitted.

write
wire
phone *—for audition prints and prices.*

WALTER SCHWIMMER CO.

CHICAGO—MAIN OFFICE—75 East Wacker Drive 1 • FRanklin 2-4392
NEW YORK—527 Madison Ave. 22 • ELdorado 5-4616
HOLLYWOOD—Haan Tyler & Assoc. • 5746 Hollywood Blvd. • HOllywood 2-7421
CANADA—S. W. Caldwell Ltd. • 447 Jarvis St. • Toronto, Ont. • WAlnut 2-2103

"CHAMPIONSHIP BOWLING" is the Quality "Blue Chip" film series for America's top TV stations and advertisers

OUR RESPECTS

to Philip Feldman

IN television, the word "creative" usually is linked with the writing-directing-producing aspects of programming. Sometimes it may be extended to cover such auxiliary arts as scenery, costuming and lighting, but the term seldom gets as far away from the area of sets, cameras and lights as the business office.

Yet Philip Feldman, CBS Television vice president and business manager of talent and contract properties, Hollywood, maintains that the activities of his staff are every bit as creative as those of the program department.

"Our job," Mr. Feldman said last week, "is to negotiate deals for talent and package programs which CBS buys from others or which CBS itself packages for its network programming and deals with advertisers and advertising agencies for the sponsorship of these program properties, to administer contracts and to prepare and administer program budgets.

"To me," he commented, "this is a creative assignment, with all the challenge, the headaches and—when things work out right—the satisfaction of making a business decision that will make possible the production or sale of a program. When we put together the financial details of a business deal so that both parties find it interesting and profitable—when we can interest a star in a series and as a result can turn a program that would not otherwise be available over to the network's program and sales departments, we feel we've done a job that is truly creative.

"Some deals are simple and straightforward," Mr. Feldman said, "but many are not. The tax situation enters into most of them; no one wants to work for the tax collector and it's a real challenge to find a way to make the job attractive financially as well as artistically and to persuade a star to come to work for CBS on our program instead of doing his own package. It's challenging because we can lose deals as well as make them and it's satisfying when we make them and see them get on the air under CBS auspices."

Youngest and newest CBS-TV vice president, Philip Feldman (he disclaims any middle name or initial) was born in Boston on Jan. 22, 1922. He attended Boston Latin School and Harvard College, winning his A.B. degree in 1942 with a major in economics. A few months later Mr. Feldman, who had filled the interval by returning to Harvard to study Japanese, became a member of the Army Security Agency (now Central Intelligence), with which he served as a first lieutenant. Stationed in Washington, he attended the Georgetown U. Law School, getting his LL.B. and being admitted to the District of Columbia Bar in 1946, just about the same time he was discharged from the army.

From Washington, he returned to Boston and to Harvard for a year at the Graduate School of Business Administration, which he left to start his own business in the war surplus field. A year later, he was back on campus again, this time at Harvard Law School, which awarded him an LL.B. degree in 1949. That same year, he moved to Southern California, partly because this rapidly growing area seemed to offer a better economic opportunity for an ambitious young lawyer, but chiefly because he felt it offered a more healthy environment for his wife and family.

Attorney Feldman was admitted to the California Bar in 1949 and spent the next two years in private law practice. Then came another two years as legal counsel for Famous Artists Agency and Charles K. Feldman (no relation) Group Productions. This was when he made his first professional contact with television and, more important, with CBS. It was after he had negotiated a contract for Joan Caulfield with CBS Television that he was offered a position with the network, which he joined in September 1953 as associate director of the business affairs department, Hollywood. In October 1954, Mr. Feldman was advanced to director of business affairs and in May 1957 was appointed vice president in charge of the department.

Phil Feldman lives in Beverly Hills with his wife, the former Ruthe Bergstein, and their four sons: Dennis, 11; Kenneth, 8; Gary, 6, and Randy, 2. He prefers tennis to golf, reading to bridge.

Recounting his career at CBS, Mr. Feldman reminisces briefly on the contract bargaining successes he enjoyed before joining the network and makes one concluding comment: "The kind of deal I made for Joan Caulfield is now taboo in this department."

WILS

114% MORE audience
than Station B ALL DAY!*

5000
LIVELY WATTS

Mar.-Apr. '57 Hooper In Lansing Shows
MONDAY THRU FRIDAY

	WILS	Station B
7:00 a.m.-12 noon	61.4	23.5
12 noon-6:00 p.m.	53.7	30.1

LANSING

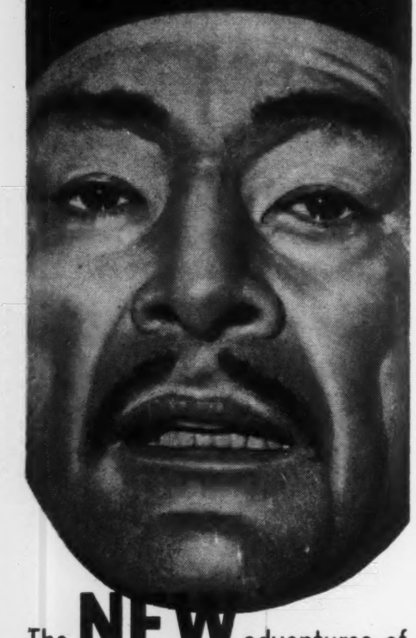
MORE listeners than
all other stations
heard in Lansing
combined.*

* Mar. thru Apr. average
C. E. Hooper, Inc.

WILS
music news sports

Represented Nationally by
Venard, Rintoul & McConnell, Inc.

NOW!
J. Carrol Naish



The NEW adventures of
CHARLIE CHAN

Brand-new half-hour TV series! Excitement—thrills and chills of Hollywood and exotic European locations captured on film. Veteran character actor, J. Carrol Naish, makes Charlie Chan live and breathe. James Hong is the Number One Son. Beloved by millions, who've paid out their dollars to match their cleverness with Earl Derr Biggers' most famous detective! Wire or phone collect today to reserve your market before some other quick-thinking advertiser snaps it up.

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

RICHARD DIAMOND, PRIVATE DETECTIVE

EVIDENTLY it's kismet among private-eye scripters that the police department must be a collecton of bumbling Irish dolts, perpetually destined to be rescued from embarrassment by the intrepid private investigator.

That's the stereotype way it was July 1 when *Richard Diamond, Private Detective* strolled onto the scene. This newest hero has the usual private-eye attributes of handsomeness, a glib tongue and a penchant for rough slapping when occasion demands. It also appears that he will have the familiar scripts of his many fellow private eyes.

In this first program, sleuth Diamond goes through the expected motions of disdaining police help and even withholding information from the law in his search for a bank robber. There's the usual rap on the noggin before he finally traps his quarry. Even the good photography of this first film show couldn't help the lacklustre story line.

Advance publicity may have betrayed the age of the plot in describing the fleeing mobster who held a "child" as hostage. In the actual telecast, the hostage turned out to be a nice, grey-haired lady well over sixty.

Production costs: Approximately $35,000.

Sponsored by Instant Maxwell House Coffee, through Benton & Bowles, on CBS-TV, Mon., July 1, 9:30-10 p.m. EDT, as summer replacement for December Bride. *Program on film.*

Writer & Producer: Richard Carr.

Director: Del Ruth.

Cast: Richard Janssen in title role, Regis Toomey, William Erwin, Lou Charles, others.

THE ANDY WILLIAMS-JUNE VALLI SHOW

JUNE VALLI is an entertainer that can take a song—no matter how trite the music or inane the lyrics—and make it sound like the proverbial "million bucks." Miss Valli was not called on to do so Tuesday night, however, when she debuted with Andy Williams on their new fifteen minute bi-weekly musical show. Backed up with a series of fine old Gershwin tunes, Miss Valli and her affable young partner Andy Williams provided what was probably one of the most charming musical quarter-hours to be seen in many a moon.

Although Mr. Williams is not exactly a "baritone profundo," he more than makes up for the lack of voice with his easy-going style and off-hand delivery. Teaming him with the rich-voiced Miss Valli, provided just the right combination energetic personality and relaxation to set the show apart from others of this type.

Alvy West provided excellent orchestral background for the singers, keeping his arrangements subtle, rather than following the lead of so many contemporary conductors who insist on deluging the vocalist in sound.

Production costs:

Telecast sustaining on NBC-TV, July 2, Tues., 7:30-7:45 p.m. EDT.

Designer: Ted Cooper.

Writer: Earl Hamner.

Producer-Director: Barry Shear.

Cast: June Valli, Andy Williams, Alvy West and his orchestra.

GEORGIA GIBBS MILLION RECORD SHOW

HER NIBS, Miss Georgia Gibbs, is shining her sunny personality on NBC-TV, these Monday nights, with a rather standard, but nevertheless pleasant quarter-hour musical show. Miss Gibbs' show takes the form of a "salute" to the big hits of the music industry, each week featuring two songs that have sold over a million records. Assisting the bouncy Miss Gibbs for the first show, was a vocal group, The Lane Brothers.

The show will doubtlessly prove a delight to the many Georgia Gibbs fans, and a rather pleasing light-weight early evening viewing vehicle for the general public as well.

Production Costs: About $8,000.

Telecast sustaining on NBC-TV, Mon., July 1, 7:30-7:45 p.m. EDT.

Producer & Director: Tom Naud.

Writer: Bill Welch.

Principals: Georgia Gibbs and guest star each week.

MEET McGRAW

ANOTHER addition to one of the staples of American fiction—the mystery-adventure story with the outwardly hard-boiled, yet-so-soft-and-gentle-on-the-inside hero—is this Tuesday night half-hour drama on NBC-TV. With Frank Lovejoy as a wandering trouble-shooter known simply as McGraw, the July 2 plot revolved about the posioning of a pretty young woman during the New Orleans Mardi Gras.

McGraw had only met the woman ten minutes before her death but he was certain it couldn't be a suicide case as the police surmised. Sure enough, McGraw's intuition and detective-work pay-off, as the dead woman's prospective brother-in-law turns out to be the killer, who murdered to cover his own thievery.

All told, this first show of the series proved to be good viewing, with competent performances by Mr. Lovejoy, Judith Braun and James Edwards, who played Ray Follett, a philosophical piano-player. Indeed, Mr. Edwards' crisp comments on time, quiet and love were most entertaining.

Production Costs: Approximately $36,000.

Sponsored by Procter and Gamble, through Benton and Bowles, on NBC-TV, Tues., July 2, 9-9:30 p.m. EDT.

Star: Frank Lovejoy.

Writers (Alternately): Blake Edwards, Frederic Brady, E. Jack Newman, Lowell Barrington.

Directors (Alternately): John Peyser, Harold Schuster, Anton Leader.

Producer: Warren Lewis.

Coming! United's superior new low-cost service . . .

DC-7 CUSTOM COACH

NONSTOP LOS ANGELES-NEW YORK

Starts June 9, fare only $99*

LOS ANGELES-CHICAGO-NEW YORK

Starts July 11, fare Los Angeles-Chicago only $76*, Chicago-New York only $33*

UNITED

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DC-7 CUSTOM COACH

It's air travel's newest treat! United's DC-7 CUSTOM COACH, featuring –

- HOT meals (optional at nominal price). They're full-course and they're delicious, served to you on convenient fold-down tables.
- Specially reserved seats (choose your own at check-in time!).
- Exclusive new comfort arrangement, with plenty of stretch-room for 6-footers, increased aisle space, extra comfort for everyone. Colorful new interiors.
- Nation's fastest airliner, the DC-7, with 6-mile-a-minute service at economy fares.

For reservations or information, just call United or an authorized travel agent.

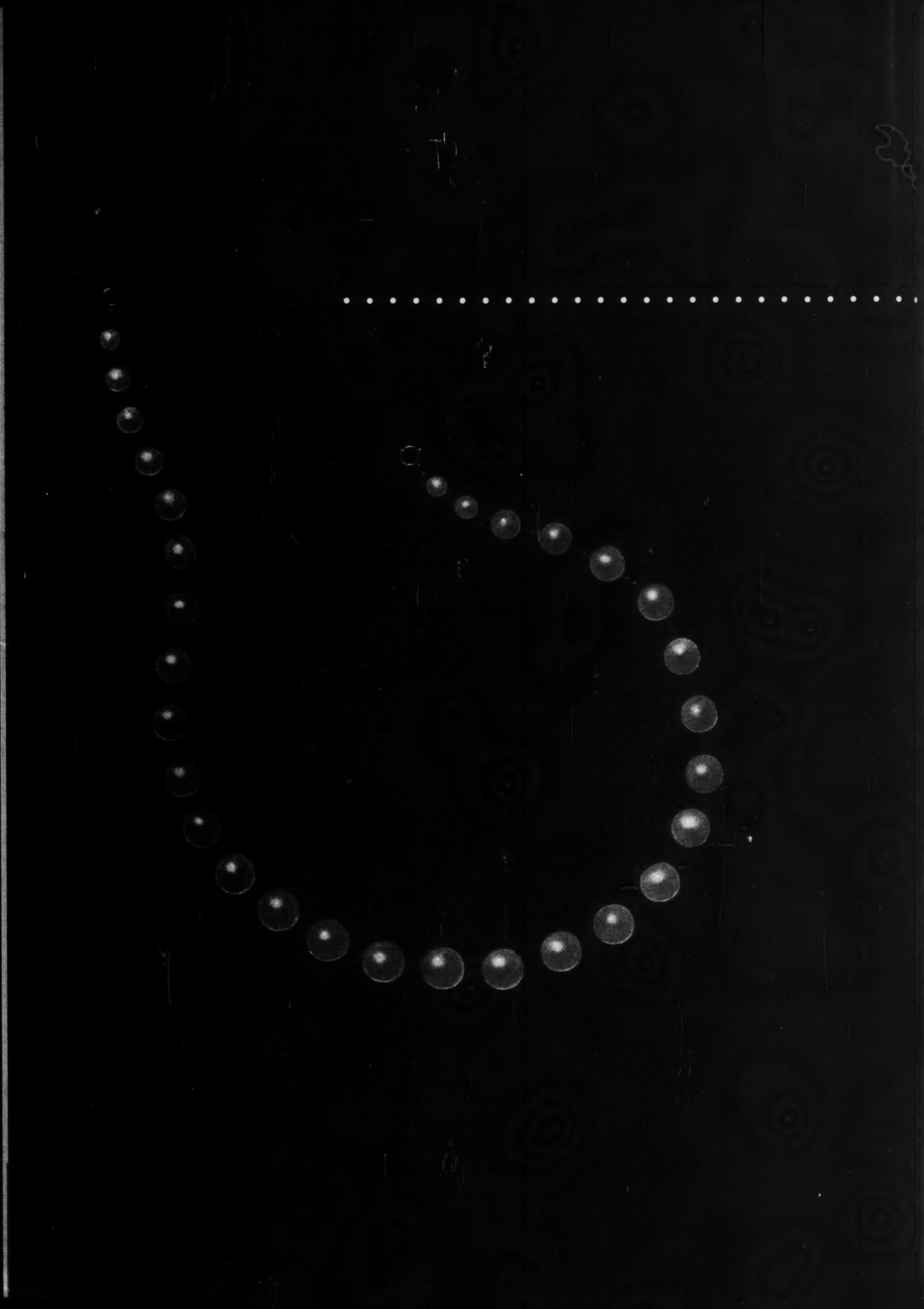
*Fares plus tax. Local times quoted.

STARTS JUNE 9

Nonstop service lv Los Angeles 8 p.m., arr New York 6:45 a.m.

STARTS JULY 11

Lv Los Angeles 11:35 a.m., lv Chicago 8 p.m., arr New York 11:37 p.m.



. . . . . . EACH PEARL A MEMORY

President Coolidge had just made the *first* Presidential broadcast from the floor of Congress; the *first* Federal Radio Commission had been recently appointed; Columbia Phonograph Broadcasting System, Inc. came into existence; and Secretary of Commerce Herbert Hoover spoke from Washington to New York in the *first* demonstration of television . . .

Lindbergh flew into the hearts of America; Commander Richard E. Byrd crashed into the sea off France; Tunney retained his championship, although Dempsey claimed a "long count," and the immortal "Babe" hit sixty home runs . . .

"Talking" pictures became a reality when Al Jolson in "The Jazz Singer" scored an instant success; Henry Ford unveiled the Model A; ground was broken for the George Washington Bridge in New York . . .

Broadway presented Show Boat, My Maryland, Connecticut Yankee, Hit the Deck, and Good News; Tin Pan Alley gave us Chloe, Me and My Shadow, Just a Memory, At Sundown, Blue Skies, and many others.

This was the wonderful year of 1927—and on July 11th of that year Storer Broadcasting Company started.

Only the old and tired stop counting birthdays. Storer Broadcasting Company, being neither, is proud and happy to celebrate its *30th anniversary*. Proud, too, of its *thirty* years' service in the public interest and happy that our advertisers find Storer stations a most effective sales medium.

Yes, each year has been a pearl—and each pearl a memory.

30 YEARS OF BROADCASTING IN THE PUBLIC INTEREST 1927 1957

STORER BROADCASTING COMPANY

WSPD-TV Toledo, Ohio
WJW-TV Cleveland, Ohio
WJBK-TV Detroit, Mich.
WAGA-TV Atlanta, Ga.
WPFH-TV Wilmington, Del.

WSPD Toledo, Ohio
WJW Cleveland, Ohio
WJBK Detroit, Mich.
WAGA Atlanta, Ga.
WIBG Philadelphia, Pa.
WWVA Wheeling, W. Va.
WGBS Miami, Fla.

SALES OFFICES
NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940
CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

WE DELIVER
old fashioned results!
kjeo-tv
fresno
#1
see your Branham man!
LATEST ARB SURVEY
KJEO-TV COVERS FRESNO AND THE BILLION DOLLAR RICH SAN JOAQUIN VALLEY BEST!

O'Neill Broadcasting Company
P.O. BOX 1708, FRESNO, CALIFORNIA

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THE
TRANQUILIZERS!

You can keep "calm, cool" and collect sales when WBNS Radio carries your message to folks who are jittery to spend $2,739,749,000.00. But there's nothing nervous about Pulse rating us first during any quarter-hour, Monday-thru-Friday, day and/or night. Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

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*Reg. U. S. Patent Office

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GROWTH 89*%

That's just **77%** *more than the country as a whole.*

Honestly, it was the result of our move to full power—100,000 watts . . . to our new high tower—1,175 feet above ground. But it's a healthy growth for the healthiest TV station in one of the South's richest markets.

244,072 TV homes are now delivered by Channel 4 in Little Rock, Arkansas!

KARK-TV is the only TV station that delivers the *entire* Little Rock regional market. Sell the *full* Little Rock market . . . get the *facts* from Petry.

KARK·TV

CHANNEL 4 NBC *Affiliate*

Represented by

Edward Petry & Co., Inc.

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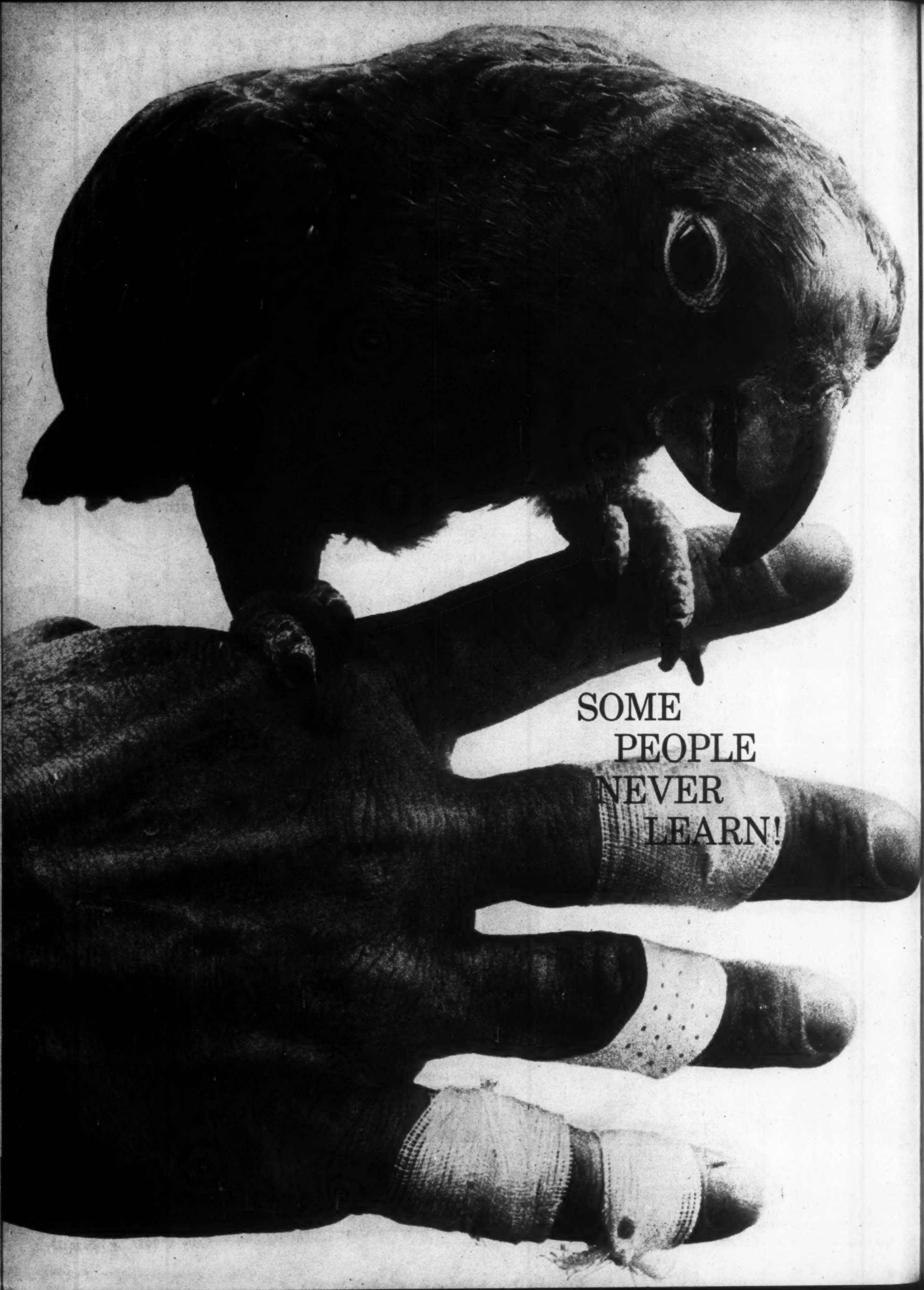

SOME
PEOPLE
NEVER
LEARN!

"Once bitten, twice shy," goes the old saw. But every year, Summer's bright promise puts a silencer on the maxims. And all over again, forgetful baseball fans are firmly convinced that their seventh-place stalwarts are a shoo-in for the pennant.

In television, it's a sure sign of Summer when the talk in the trade press is all about Fall. A favorite theme, of course, is always the unprecedented variety of programs waiting in the wings. Programs skillfully designed to please all tastes, all ages. Westerns! Mysteries! Comedies! Adventures! They're all *coming*—all you have to do is wait till Fall.

However, more and more local and regional advertisers are learning they don't have to deal in futures. Variety and balance of programs? That's exactly what non-network advertisers have had to choose from, and *can* choose from *right now*, in the CNP catalogue of prime syndicated TV film products. Variety and balance like this:

The crunchy goodness of charter-boat adventure in rolling Caribbean waters.
The toothsome hilarity of a landlocked Water Commissioner's misadventures.
Gripping episodes of undercover espionage with a real bird of a secret agent.
Blazing six-gun action by a thunder-browed Marshal with a lightning draw.
Spine-tingling tales with chilling plots that always hinge on narrow squeaks.
Stirring stories of pioneers whose exploits set Conestoga tongues to waggin'.
Smashing dramas of police versus underworld that prove those prison cells are busting up that old gang of crime.

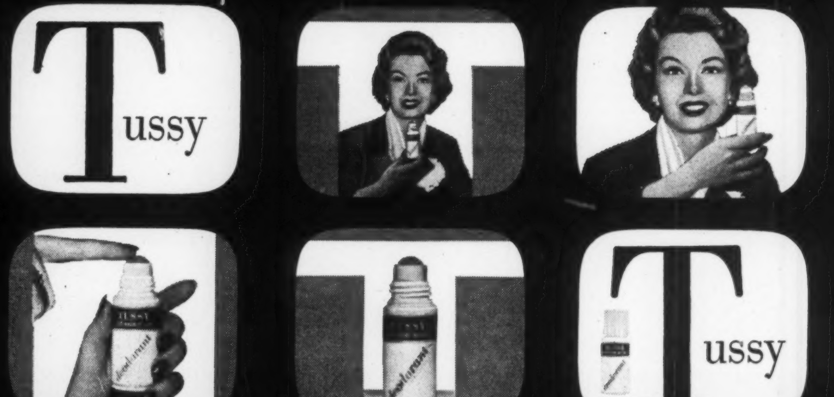
This, as they say, is only a partial listing. To give you a clearer idea: In New York City alone, 14 different CNP shows are currently being programmed every week.

Want a real run for your money? Or a profitable *re*-run for your money? We probably have exactly the program type you're looking for. Not "coming next Fall," but now. Don't phone, wire or write. One of our sales representatives will call on you in the near future. If he doesn't, let us know.

NBC TELEVISION FILMS a division of

CALIFORNIA NATIONAL PRODUCTIONS, INC.

REVOLUTIONARY DEVELOPMENT FOR SPOT COMMERCIALS EXCLUSIVE ON WRC-TV IN WASHINGTON, D. C.



WRC-TV's new "Magic Lens technique" brings to local *live* TV in Washington the eye-catching effects of expensive filmed commercials. Now you can get network-calibre production values for your live spot commercial—*at no extra cost.* Whirls, wipes and split screens, and unlimited types of intricate dissolves, make this new effects generator one of the most pronounced advances in local TV. Your trademark, for example, can now become the focal point of a *live* dissolve into your commercial message!

WRC-TV can also be your testing ground for new commercial ideas and forms — without costly pilot films and extra technical expenses. All you have to do is send your script. The WRC-TV *Commercial Production Service* does the rest.

The "Magic Lens technique" is the latest service developed at WRC-TV, both for advertisers and viewers. Another major contribution will come this Fall with the opening of WRC-TV's new $4 million color plant. For then, the "Magic Lens technique" will radiate your message in color as well as black-and-white. Find out now how WRC-TV's "Magic Lens technique" can work sales wonders for *you* in the nation's 9th largest market!

WASHINGTON, D. C.

SOLD BY NBC SPOT SALES

WRC-TV·4

BROADCASTING
TELECASTING

Vol. 53, No. 2 JULY 8, 1957

PLYMOUTH'S HOT FOR RADIO SPOT

• Hagopian feels local radio can catch young, outdoor audience

• Firm to use network tv, ask bigger budget, use new ad plan

THERE's a Plymouth in radio's future—and a lot more radio in Plymouth's.

In fact, toward the end of October, when the 1958 swept-wing Plymouths begin rolling off Detroit's assembly lines and into dealers' showrooms, *no* television spot will be used although network tv continues. Instead of tv spot Plymouth will step up—to a considerable degree—its use of local radio spot. It will do so by instituting its own dealer advertising program instead of relying on co-op plans (page 28); it also will ask parent Chrysler Corp. for a 15% increase in the 1957-58 ad budget.

So says Louis T. Hagopian, the fast-moving, 32-year-old director of Plymouth's advertising and sales promotion activities. In an exclusive B•T interview Tuesday, Mr. Hagopian—in New York to discuss network television with representatives of ABC-TV, N. W. Ayer & Son and Grant Adv.—detailed the substance of the automaker's broadcast strategy next fall, but not the sum. Broadcasting will account for approximately 35% of Plymouth's total budget, he said—declining to discuss numerical terms—but radio seems destined for the driver's seat. Here's why. Plymouth has:

- Concluded that only radio can penetrate its prospect list of customers in the 20-39 age bracket.
- Seen Ford and Chevrolet put this realization to work through their combined purchases on CBS Radio, concentrating their barrages on weeknight and weekend program blocks.
- Decided it can get twice or three times the mileage out of the radio dollar as it can from tv.
- Determined that tv spot—because of its expense and short duration, i.e., seconds—cannot sell a car as well as a live presentation on network; Plymouth believes radio can best be utilized by backing up network tv.

Enlarging on these points, Mr. Hagopian said Plymouth has overcome its basic "marketing problem," that of purging itself of the familiar public image of Plymouth as the "staid . . . dependable . . . safe family car that gets you from here to there." While General Motors and Ford bypassed Plymouth with racy copy highlighting boldness, speed and "adventure," Plymouth, he said, "lacked excitement." Thanks to chief Chrysler stylist Virgin Exner and his "1960 swept-wing bold look," Plymouth now seems destined to give its two competitors a run for their money—and looks. But in its concerted efforts to "sell" Young America on the 1957 Plymonth (through such tv shows as the Lawrence Welk and Ray Anthony band programs, both on ABC-TV), Plymouth somehow felt it was missing the green light with what it calls the "togetherness crowd." These are consumers Mr. Hagopian describes as "the ones who do things together—date, live, play—the ones who don't stay home weekends to watch television."

However, this is not to say "that we are scrapping television," Mr. Hagopian says. "We are merely re-evaluating the matter of emphasis." So far as Plymouth is concerned, television is still "a very excellent way" of introducing a new car to the public. But because a tv spot must—by necessity—be short and filmed and since Plymouth "most emphatically" believes in "the live approach to salesmanship," it will drop tv spot altogether. (This past season, 96% of Plymouth's tv commercials were live, and "successfully so." A live pitch, Plymouth feels, matches the pace of the show, and it's "human and friendly," according to Jack W. Minor, Plymouth's sales vice president. "Furthermore," adds Mr. Hagopian, "live spots on tv afford the same flexibility in regard to changing copy at the last minute as radio spots do.")

Last year for 1957 cars, Plymouth used tv spot through its two co-op plans in some 20-30 top markets; its dealers used co-op funds to go into an estimated 400 additional markets using both radio-tv, but much of this was "wasted," according to its agency, N. W. Ayer & Son. People there explain that in one instance, 20 markets were serviced by something like 40 radio stations when, say, four "powerhouse" radio stations could have "done the trick as well." This year for 1958 cars, Plymouth will concentrate its radio in markets numbering over 100 (what the dealers do in way of spot is "their business, not ours") but there'll be more money spent than ever before.

Plymouth will use its tv network programs to "show off" the car, then shift into radio to "sell it." (It may be assumed, too, that by limiting visual exposure of the new Plymouth to a handful of network programs, the auto firm hopes to attract to its network audiences those viewers who normally would have gotten their first few looks at Plymouth through tv spot.)

WHY RADIO FOR PLYMOUTH?

THERE ARE many reasons given for Plymouth's switch from spot tv to spot radio in its campaign for the 1958 models, as described by advertising-sales promotion chief Louis T. Hagopian in the accompanying B•T exclusive. Among them:

- Radio penetrates the 20-39 age bracket
- Radio beats spot tv mileage three-to-one
- Radio is the best medium to back network tv
- Radio can sell cars after tv shows them off

The carmaker, number one in Chrysler's shop, now has a total of two hours weekly in network tv and does not intend to enlarge its exposure there. Fridays, it has Don Federson's *Date With the Angels* (147 ABC-TV stations); Mondays, *Lawrence Welk's Top Tunes and New Faces* (166 ABC-TV stations as against 202 for Dodge's Saturday night *Lawrence Welk Show*), and effective with the June 13 telecast it has taken over every fourth *Climax!* program (173 CBS-TV stations). *Climax!* is Chrysler Corp.'s institutional program, but for the past year the bulk of Chrysler's ads highlighted Plymouth. This move on behalf of Chrysler in relinquishing one of its programs merely formalized the obvious, Mr. Hagopian asserted.

(Last year, Plymouth had two shows on the air, the Welk and Anthony programs, both of which were bought for Plymouth at the time Jack Minor was with Dodge Divi-

PLYMOUTH'S PRIDE

THE "forward look" at Plymouth not only holds true in styling, but also in advertising. The average age of the men who plan Plymouth's advertising campaign is 33—"Young enough," says a representative of N. W. Ayer & Son, "to appreciate the impact of broadcasting. They grew up with radio, matured with tv." Sales Vice President Jack W. Minor is 37; his advertising-sales promotion director, Lou Hagopian, is 32. Sales Promotion Manager Jim Wangers is 31, and Bill Hammond, the most recent addition as advertising manager, is 34.

sion. For the Welk show, Plymouth has nothing but raves; it would prefer to forget about the latter. "It was a dud," Mr. Hagopian confesses. "We shot for the wrong audience and the less said the better.")

According to ABC-TV and Plymouth, *Angels* is doing surprisingly well in rating. ("Considering it's just another situation comedy," one network official said privately, "it's all the more surprising.") Formerly seen at 10-10:30 p.m. Fridays, the Elizabeth White-Bill Williams series was shunted back to 9:30 p.m. this past Friday in order to be in the position of scooping up the audience of the upcoming Frank Sinatra show which ABC-TV has scheduled for 9-9:30 p.m. (Some will be one-hour shows.) Plymouth also has ordered an expansion of the station lineup to 175; conversely, it also will enlarge the Welk lineup from 166 to 216 stations.

With the weekend "nicely bracketed" with two top-rated programs, Plymouth intends to fire its radio "spotgun" into the weekend time periods when auto traffic is at its peak. Although it cannot afford to "lock up prime radio availabilities at this time," Plymouth hopes to be able to squirm its way into early morning and late afternoon time slots.

"We want to catch our people coming and going," Mr. Hagopian says. "There's no better way of selling cars than through car radio. We want to make him—the consumer—thoroughly dissatisfied with the car he is now driving. We want to catch him as he is driving past or near the local Plymouth dealer. Once we get him into the dealer's hands, the car will sell itself."

What of network radio? Mr. Hagopian thinks Plymouth isn't ready—budget-wise—to emulate Ford or Chevy. "There would be no question of our using network," he says, "if our budget were as big as theirs." (Ford's total advertising budget, it is estimated by automotive trade sources, is more than double that of Plymouth's, while Chevy's is reportedly three times Plymouth's.)

Its radio spot campaign will be conducted on a "continuous basis," but will taper off through the deep winter months, picking up again in spring. The only trouble with radio, Mr. Hagopian feels, is the fact that so many auto advertisers are crowding the airlanes now, consequently much of the impact is lost due to triple-spotting, that is running spots for cars X, Y and Z practically next to one another. "However," he adds, "I can't complain. I'm as guilty as the next fellow for allowing this situation to continue."

Will Plymouth's request for an increased ad budget and intended emphasis on radio affect other media, notably print? No, says Mr. Hagopian, print is still Plymouth's "biggest buy" of all media. A breakdown of its ad budget last year shows newspapers, 50%; television, 30%; magazines, 10%; radio, 5%, and outdoor (and miscellaneous), 5%.

But, he adds, "it's incredible to realize just how much time in work hours that 30% in television requires of us." He reports that he and a staff of 40 must look over (plan with the agency, advise, suggest, correct, approve, etc.) every single advertisement in each medium. This coming year (1957-58), there will be 50 different newspaper ads, 20 in magazines, 12 in outdoor, and some 15-20 radio announcements. Television, on the other hand, will require a total of 256 different commercials, live and film. The *Welk* and *Angels* shows account for 208 (predicted at four commercials per tv hour). *Climax!* will require 48 (estimated at four times 12). "Though we occasionally shuffle the same ad from show to show so far as basic copy theme goes," Mr. Hagopian remarks, "the fact remains that it's television that requires most of our time."

PLYMOUTH HAPPY WITH AYER DESPITE GRANT TV BILLINGS

BILLING, BILLING—who gets the billing on Plymouth's tv shows?

Causing no end of confusion (and launching sporadic Madison Avenue rumors of Plymouth's "unhappiness" with its present agency, N. W. Ayer & Sons) is the fact that Grant Adv. is the billing agency for *Welk, Angels,* and in part, *Climax!* Does this mean Ayer's days are numbered?

Far from it, replies Lou Hagopian, director of advertising and sales promotion for Plymouth. "We are delighted with Ayer and certainly do not intend to resign that very fine agency. But we never refuse to see another agency's presentation. To quote Jack Minor, 'No one agency has a corner on creative talent.' "

Mr. Minor, sales vice president, joined Chrysler's Dodge division late in 1953 after having serviced Dodge at Grant for several years [OUR RESPECTS, B•T, Sept. 17, 1956]. While sales vice president of Dodge, he purchased — through Grant — both the (Monday) Welk and Anthony shows (the latter's time period now is occupied by *Angels*). Ostensibly, these shows were purchased for Dodge, but when Mr. Minor switched to Plymouth in July last year, he placed Plymouth on both shows. "It's most confusing to have two agencies handling one show," Mr. Hagopian explains.

Ayer admittedly isn't too happy about being deprived of 30% of its commission on the Plymouth account, but, says Mr. Hagopian, "they understand the situation." Ayer, of course, gets the full commission on the balance of Plymouth's advertising.

And what of McCann-Erickson, the agency for the *Climax!* program? All McCann has lost—billing-wise—is the time. Grant gets 15% of the time charges, but McCann, continuing as producing agency, retains 15% commission on talent.

'UNWISE' DEALER TIMEBUYING KILLED CO-OP TV PROGRAM

WHY did Plymouth eliminate its two dealer co-op advertising programs and how will this move aid the broadcast industry?

Up to midnight, Dec. 31, 1957, a local Plymouth dealer would receive a Detroit invoice for a car—hypothetically—$1,980 complete, FOB. Plymouth would add to this bill $20 to cover "co-op advertising." In turn, the dealer would pass the $20 on to the consumer. To this $20, Plymouth in Detroit would add another $10 and receive an option to pick the ad medium in which it would be spent.

This meant, Plymouth Advertising Director Lou Hagopian explained to B•T, that $30 per car would be spent in the dealer's territory. "In New York or the other major markets," he said, "this would work out to our mutual advantage, but what of the small town in upper Michigan lacking radio-tv facilities and, say, a newspaper?"

He felt that not only would the dollar in some cases "lie dormant," but in many cases, dealers spent the money "unwisely," that is, in local media when regional media (e.g. "powerhouse" stations) would do the job better. "Nobody got any use out of it—neither the dealer, Plymouth, nor the media salesmen."

Now, Plymouth assumes the entire cost of local dealer advertising. Through Chrysler Corp.'s recently-established marketing subsidiary, Chrysler Motors Corp., Plymouth lines up campaigns that formerly were handled locally. The dealer still is invoiced a straight $2,000, which means neither dealer nor consumer need feel the pinch. But in getting $20 per car that formerly might have been wasted, Plymouth will be able to spot its broadcast buys "more sensibly by entering markets where radio has a definite plus value."

The dealer, he adds, still may buy broadcasting locally—but out of his own pocket.

'EXTRA-ORDINARY'

ADVERTISING agency executives may well ponder the implication of the following anecdote carried (apparently with tongue-in-cheek) in the June issue of the Schwerin Research Corp. *Bulletin*. A businessman is considering plans to start a firm called the Ordinary Brand Co., reasoning that he's bound to benefit from all the tv commercial demonstrations that compared the advertised brand with "ordinary brand." The businessman acknowledges the comparisons are unflattering but figures that (a) some viewers won't pay attention and will just remember the name "ordinary" and (b) others will conclude that "ordinary must be pretty good or its rivals wouldn't devote so much time to knocking it."

FC&B IS HAVING MID-YEAR BOOM

• Latest acquisition: Tidewater's $4-5 million account

• Agency's billings up $8-10 million more than year ago

THERE'S a burst of activity at Foote, Cone & Belding at mid-year. It can be measured by an increased billing and by acquisition of accounts which are bringing in additional diverse blue chip advertisers.

The pace at FC&B can be illustrated by Tidewater Oil Co., a $4-5 million account, moving into the agency's camp two weeks ago [B•T, July 1]. This was a sudden shift from Buchanan & Co., Tidewater appointing FC&B only two weeks after the agency had made its presentation.

Foote, Cone & Belding yearly places among the first 10 agencies in total billing. It currently is handling an advertising billing that represents more than $100 million—that is $8-10 million above its level of a year ago.

Of this figure, approximately 40% is radio-tv, television actually representing about a third of the total billing. In dollars, this translates to slightly over $40 million in radio-tv, $33.3 million in television. B•T estimated last December that FC&B last year handled about $32.5 million in broadcasting, $25.5 million in tv alone.

These figures point up tv's imprint at the agency: an approximate pickup in total billing of $8-10 million in a year's time with tv alone swelled by $7.8 million.

FC&B's increased billing will bolster the agency's already high-ranking position among the top 10 U. S. agencies. In that listing, the agency has jockeyed from year to year in fifth, sixth or seventh place.

More than its immediate position is at stake, however. FC&B is looking far ahead, aiming by its expanding spread of accounts, to gain entry in still many more different phases of U. S. business.

The fact that tv happens to be playing a bigger role at FC&B is a testimonial to the medium as an advertising vehicle. In rolling ahead, the agency is finding more of its tracks made in television. It's not that the agency is searching out the medium, but tv of necessity is playing an ever increasing part in its clients' plans.

An Edsel account, for example, must consider tv in its overall ad budget. Only a few weeks ago [B•T, June 24], FC&B announced that the first Edsel car spectacular will be on CBS-TV this fall, using for one week in the fall the slot held by *The Ed Sullivan Show.*

Newly-handled major accounts at FC&B include Edsel Div. of Ford Motor Co., expected to be a dynamic advertiser by the very nature of its product still to be introduced in the hotly competitive auto field; Tidewater, in the throes of a huge expansion program; TWA, also in a highly competitive field; Hawaiian Pineapple, a major in its product category; Savarin coffee and Shulton's Pharmaceutical Div., two very active advertisers.

Tv, and radio, too, are important to every one of these advertisers, all acquired as accounts by FC&B within the past year, most of them only in the last few months.

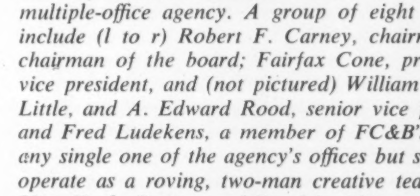
While FC&B has felt the usual "attrition" from some accounts moving elsewhere, the last such switch that could be considered serious was the sudden parting with Frigidaire Div. of General Motors. But that was in 1955 and the agency since then has more than weathered out the storm.

The "older" major accounts at FC&B are extremely active in competitiveness and broadcast media use. A sample: Lever Bros. (Pepsodent—"where the yellow went" success in spot radio—and Imperial margarine), Rheingold Beer, General Foods, Kraft Foods, Kimberly-Clark, Armour & Co., Sunkist (most active on the West Coast), Hallmark (a network tv veteran) and S. C. Johnson & Son.

FOOTE, CONE & BELDING *has no "home office" in the accepted sense, but operates a multiple-office agency. A group of eight executives direct FC&B's top policy. These include (l to r) Robert F. Carney, chairman of the board; Rolland W. Taylor, vice chairman of the board; Fairfax Cone, president; Roy Campbell; Charles S. Winston, vice president, and (not pictured) William R. Forrest, a senior vice president; John R. Little, and A. Edward Rood, senior vice president in charge of finance. Messrs. Cone and Fred Ludekens, a member of FC&B's board of directors, are not associated with any single one of the agency's offices but spend a certain amount of time in each. They operate as a roving, two-man creative team. Messrs. Carney and Taylor are based in New York; Forrest and Rood in Chicago; Winston in Detroit; Little in San Francisco, and Campbell in Los Angeles.*

FC&B's "entry" in diverse fields is illustrated by Tidewater, a petroleum account, and Edsel, the agency's first and only automotive client.

Both Tidewater and Edsel decided FC&B could offer depth in servicing, the agency being able to handle the accounts through its loose-knit and autonomous offices.



HEADING *FC&B's radio-tv team are these vice presidents: Roger Pryor in New York, John B. Simpson in Chicago and Edmund Cashman, Hollywood. These three offices handle most of the radio-tv business for the agency and are located in the chief broadcast centers of the country.*

At FC&B, there is emphasis on maturity, creativeness and servicing. Each of the agency offices is geared to supply individual attention to the account. For example, Edsel is handled via Chicago and Detroit; Tidewater (Western Div.) through San Francisco and Los Angeles and Tidewater (Eastern Div.) through New York; Hawaiian Pineapple via the West Coast as is Sunkist, another primarily West Coast advertiser.

Much of FC&B's business is handled in its Chicago office. This is particularly true with network tv activity of its clients. Among the sponsorships next season handled there are Armour (*The Big Record* on CBS-TV), S. C. Johnson (Red Skelton on CBS-TV), Hallmark's specials, Kimberly-Clark (*Perry Como Show* on NBC TV), and Sunkist Growers (*Queen for a Day* on NBC-TV).

Chicago has a marginal edge on the other offices in total volume, followed by New York, Los Angeles, Detroit and San Francisco in that order. FC&B maintains Portland, Ore., and Houston service offices. FC&B follows a pattern of assigning the account to the office that is located nearest to the client.

Unlike many other agencies, FC&B does not maintain "branch offices" in the accepted sense. Instead, the various offices act virtually autonomously. This multiple-city creation may have some disadvantages, but the agency is quite satisfied with it in that it does away with the handicap of having to clear every action with headquarters. This permits a freer hand for account executives and creative people. The agency believes its multiple-office arrangement encourages individual treatment for each of its clients. An interchange of data—for example, one office often calls upon another for aid in research, marketing information etc.—is practiced, thus adding depth and making use of all of FC&B's resources.

As it has been expressed at FC&B, the multiple-office system does not require a "second team" to be assigned to a west coast account, because for example, an agency's headquarters is located 3,000 miles away in New York.

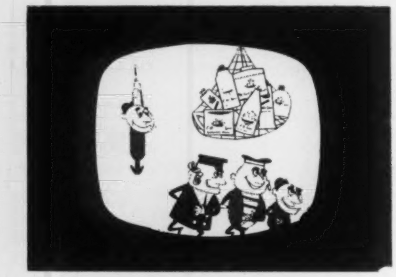
This method of handling accounts was "serious plus" in favor of FC&B receiving the entire Hawaiian Pineapple account (FC&B had handled only the concentrate but recently has picked up all of the account including the heavier Dole portion). Hawaiian considered FC&B's strength in principal markets. This conderation also entered into Tidewater's thinking in its decision to move its account to FC&B.

Television, so far as FC&B is concerned, has opened a new avenue in advertising and one to which the advertising field (i.e., agencies) must adapt. Radio's volume is expected to increase, too, in step with the anticipated growth of the medium.

Billing at FC&B has gone only in one direction over the years: *up*—from $27 million in 1943 when FC&B was created officially, taking over from the old Lord & Thomas Agency—to its more-than-$100-million status of today.

SWEET SMELL OF SUCCESS

$2.2 million in radio, tv, pays off for Shulton



THE VIDEO VERSION OF SHULTON's "Sea Chantey" (above-left) by Herbert Austen Croom-Johnson and Eric Siday. In this still shot, the "ayes" have it, as the crew of the good ship Grand Turk prepares to hoist anchor and set out to sea with an extra load of Old Spice.

WHEN an estimated 104 million people watched Julie Andrews in Rodgers & Hammerstein's *Cinderella* on CBS-TV earlier this year, the happiest viewer to be found was a 38-year-old toiletries manufacturer named George L. Schultz.

Although he and his firm, Shulton Inc.—a $30 million (consolidated net sales for 1956) company—had just spent over $300,000 (time and talent only) in bringing the fairy tale to tv, Mr. Schultz couldn't have been more delighted with the co-sponsorship of a program that was claimed to have attracted the greatest number of viewers in the medium's history.

"George Schultz is radioactive material," is the way one Shulton official describes his boss. An amateur broadcaster since age 14 (he still operates ham station W2EJB from his Essex Falls, N. J., home), Mr. Schultz had been the one to urge his father, the late William Lightfoot Schultz, to consider radio spot announcements in various east coast markets. That was in 1940, the year George was graduated from Princeton U. with a B.S. in chemical engineering (he worked his way through college selling Shulton products). The firm's broadcast budget at that time: $10,000.

Today, Shulton's total advertising budget of approximately $5.5 million represents around a 20,000% increase over its 1937 allocation of $30,000 [see page 31]. The breakdown of this figure comes to $2.5 million in network tv, $700,000 in spot tv, network and spot radio (including also its new medicated Thylox line besides Old Spice, Bronztan, Desert Flower, Escapade and other consumer products). The remaining $2.3 million are allocated to "other media."

Shulton bases its broadcast strategy on a combination of circumstances. The first is a corporate credo of selling "aggressively . . . yet conservatively," the second is budgetary. "We don't believe in over-extending ourselves," Mr. Schultz says. "Big time television is for multi-multi million dollar corporations. We are not in that class." Nor does Shulton think it ever will be. "Our product is quality, not quantity," adds Mr. Schultz.

In spite of Mr. Schultz' disclaimers, Shulton Inc. is very much in "big-time television." Sponsorship of the Edward R. Murrow-Fred W. Friendly *See It Now* series or that of *Cinderella* isn't symbolic of an occasional tv advertiser. Next season, it will join Lever Bros. Co. in sponsoring (alternate weeks) a new CBS-TV film package titled *The Eve Arden Show,* formerly known by its working title of *It Gives Me Great Pleasure* [AT DEADLINE, June 17].

But there's more to Shulton's use of broadcast media than television. There's radio, for instance, of which the toiletries firm has made good and proper use.

"Radio," comments George Schultz, "is a particularly good buy for us when we want to reach the man's market." Thus, Shulton aims its "spot-gun" at the man as he arises (early morning disc-jockey programs) and when he relaxes (weekend d.j. shows and NBC Radio's *Monitor).* But, knowing too that it's often his spouse who buys that bottle of Bronztan sun lotion, Shulton also will buy segments of such morning network programs as CBS Radio's *Arthur Godfrey Show* as it did this past season.

But all this "know-how" didn't come easily to Shulton. Like so many other newcomers to broadcasting at a time when the choice was harder to make—radio or tv or both—Shulton bowed to necessity and picked the most economical buys it could get. It wanted radio initially because only radio could penetrate the confusion generated by an entirely

EVERY TUESDAY MORNING, *Shulton's "advertising committee" meets in New York to discuss strategy and approve new radio-tv-print advertisements. Discussing a new 30 second tv spot announcement for Old Spice brushless shave cream are Shulton president George L. Shultz (r), and (l to r), marketing vice president Frank N. Carpenter; Wesley Assoc. account executive Jay Perine; Shulton art director Adam J. Grodin, and advertising manager Maxine Rowland. Also a member of the committee but absent when this picture was taken: toiletries division sales manager Richard N. Parks.*

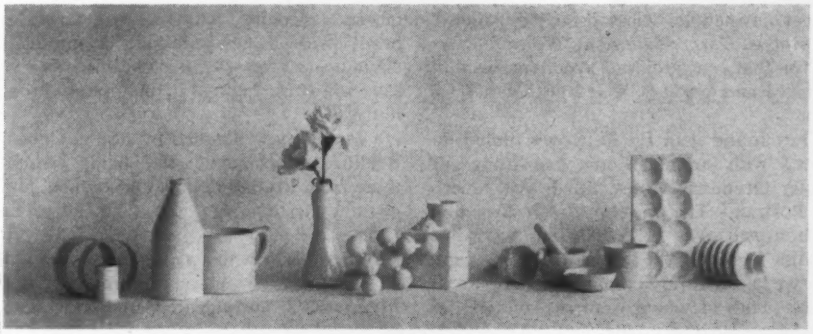
OF PRODUCTS AND PACKAGES

THESE are prime elements in the story of Shulton Inc., which started on Nov. 1, 1933 — when most business firms were facing what might at best have been a bleak future. Founded by soapmaker William Lightfoot Schultz after he had sold out his interest in Lightfoot Schultz Inc. to American Safety Razor Co., Shulton Inc. fought for survival for four years.

What kept Shulton going? An envious competitor at the time put it this way: "Bill Schultz didn't sell soap; he sold packaging." Mr. Schultz, aware of the dominance in the U. S. toiletries market of such foreign giants as Guerlain, Roger & Gallet and Houbigant, was convinced that after all was said and done, there wasn't that much difference between brands of soap and toilet water (they were either good or not so good), built Shulton on the strength of its boxes and bottles. Unlike its rivals, which placed their product in dazzling baubles, Shulton wrapped its goods in simple, plain but colorful packages. (It even went so far as to place its trademark on the bottom of the bottle, so as to further the feeling of personal ownership.)

Things remained more or less static (average yearly gross: $165,000) until 1937 when Bullock's department store in Los Angeles, cashing in on the then-booming "colonial trend" (started by the Rockefeller restoration of Colonial Williamsburg), went along with Schultz's idea for a product that would be as distinctly American as Yankee Doodle.

First Schultz and company came up with a package design—based on a New England spice box motif; second, it discovered—or re-discovered—an essence with an aroma of the American past: brittle, spicy and distinctively Colonial. This was "Early American Old Spice."



A PICTURE WITH A THOUSAND WORDS UNSAID: *This white-on-white photomural hanging in Shulton headquarters symbolically details the integrated operations of the toiletries house. (L to r): It manufactures its own packaging; creates its own essences (see flowers); maintains its own fine chemicals division (see molecular construction), pharmaceutical division (morter & pestle), and art department (coloring tray). The mural reiterates George L. Schultz's contention that his is "one of the most self-sufficient companies in the industry."*

Though Bullock's later withdrew from the project ("too much money," its executive decided), advertising executive Leland G. Wesley persuaded Mr. Schultz to take his idea "on the road." The first stop was Chicago's Marshall Field, which took one look at the dummy soap package and Mr. Schultz's solid reputation as a smart businessman, and agreed to order Old Spice. So did other emporiums—Wanamaker's in Philadelphia, Pogue's in Cincinnati, Lord & Taylor in New York. Soon, Shulton had drummed up $50,000 of orders from 28 stores. The future looked rich—on paper. Adman Wesley thereupon placed $30,000 worth of advertising—on credit, of course—and though Old Spice only went on sale the last four months of 1937, it grossed $77,000 out of a total $326,000. (Soapmaker, bottler, carton-manufacturer, printer—all agreed to work on credit, knowing full well that if Old Spice clicked, their future would be secure. It did, and many of the suppliers are still around to this day).

In 1938, Shulton branched out into the Old Spice men's line, introduced the now-famous shaving mug bearing the mark of the sailing ship "Grand Turk." Of $982,000 grossed that year, $770,000 came from the Old Spice line. In 1939, sales jumped to $3.1 million, of which the men's line accounted for $700,000 or 22% of the gross. The hottest item then—as now: Old Spice after-shave lotion, accounting for 26% of the gross.

The importance of Old Spice is not to be sniffed at. At Shulton's New York sales office, employes advise visitors catching a whiff of the distinct spicy odor, "Stick around a while and you'll smell like we do!" They might well be referring to the sweet smell of success.

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new concept in toiletries merchandising. With troops returning home from battlefronts after V-E Day, U. S. toiletries manufacturers were in for a rude shock: after years of training and fighting during which the Army Medical Corps placed great stress on cleanliness and good grooming, men from all walks of life were toilet goods-starved.

Shaving lotions, talcums, deodorants, shampoos and the like were no longer the artifices of gentility, and what better medium to break through all strata of society than radio?

After experimenting with "sketchy spot," George Schultz, by this time second-in-command (he took over the presidency in 1950 after the death of his father), got together with the people at Wesley Assoc., Shulton's agency since its inception in 1933, and bought its first network program. It was a dramatic series produced by Bob Monroe titled *High Adventure* and was placed first on Mutual, then on NBC Radio. Earmarked for the project was $65,000 (out of a 1948 ad budget of $523,000). It didn't quite "flop," but neither did it do the things Shulton expected it to do. "It did teach us how *not* to use radio," recalls Mr. Schultz. "We tried to run before we'd learned how to walk."

Thus, Shulton crawled out of network radio and began learning how to walk via spot radio. Inspired by the "Grand Turk" ship design on the Old Spice product line, Maxine Rowland, Shulton's advertising manager, commissioned Herbert Austen (Ginger) Croom-Johnson (of the famous Johnson-Kent jingle team which helped Pepsi-Cola hit the spot) to produce a ditty that would do for Old Spice what the jingle had done for Pepsi [B•T, June 24]. Mr. Croom-Johnson, by then "divorced" from Allan Kent, joined with Eric Siday to fashion the Old Spice "sea chanty." This tune serves today not only Shulton's spot radio campaigns, but also as the background music for its tv commercials. A variation of this theme now is employed for Bronztan, too.

In 1950, it was decided to test tv spot. With $160,000 allocated (out of a $500,000 total ad budget), the agency later dramatized the sea chanty through the use of live dancing sailors, animated cartoons (see cut) and a mermaid. The latter was an agency afterthought: "We decided to inject a bit of sex," one official says.

By 1951, sold on spot, Shulton began looking for a way to elevate itself out of announcement campaigns and into "prestige programming." For the next few years—still somewhat undecided over just what constituted a "prestige program"—it looked at two dozen filmed series up for syndication before settling on the European-made *Paris Precinct* programs starring France's Louis Jourdan and Claude Dauphin. This subsequently was placed in 20 major metropolitan markets in 1955.

The year it launched *Paris Precinct*, Shulton's thoughts also turned to live tv. But the thoughts came slowly and deliberately. When Shulton people talked about tv's "expensiveness," they weren't referring to any particular lack of ready cash; they just didn't want to plunge into tv by "sacrificing" their budget devoted to "class print campaigns," e.g. *Vogue, Harper's Bazaar*. "We were looking for that one program synonymous with integrity and prestige," George Schultz recalls.

They found it in Ed Murrow's filmed interview with jazzman Louis Armstrong and painter Grandma Moses, titled "An American Portrait." The one-shot *See It Now* cost Shulton well over $125,000, but, according to Miss Rowland, "it was worth every cent; here we had that rare combination of personalities—both of whom were as American as Old Spice." Aired in the Christmas buying spree of 1955, "An American Portrait" accounted for a "sizeable increase in our sales for that time of year."

The following year, Shulton signed for more *See It Now:* the two-part "Report From Africa," the exclusive interviews with Egyptian strongman Gamal Abdel Nasser and Israeli Premier David Ben-Gurion; the Peabody Award-winning *Secret Life of Danny Kaye;* additionally, it sponsored the two Victor Borge "one-man shows," the first just before Father's Day, the second, just before Christmas. It also relieved General Foods Corp. of a brace of *December Bride* filmed situation comedies, bringing its total 1956 broadcast budget to $1.7 million, or equal to Shulton's 1938 gross sales.

Shortly after the turn of the year, CBS-TV's sales heads journeyed to Clifton, N. J., where Shulton makes its home, to solicit the firm's interest in the projected *Cinderella* spectacular. "They asked us to sponsor the whole program," Mr. Schultz remembers. With a trace of a smile, he adds, "we decided to be generous—to another advertiser—and accept only half." Pepsi joined Shulton in the fairy godmother's magic pumpkin which Wesley Account Executive Jay Perine now looks back upon as "the most happy example of Shulton's hard sell in a soft shell."

But does Shulton really believe in "hard sell"? No, says Mr. Schultz, who insists that his company's advertising should be as distinctive as the product it sells. Hard sell, maintains Mr. Schultz, is incompatible with the firm's belief in quality. He feels that too many of Shulton's competitors are playing with the harpstrings of the buying public's deep-felt insecurity when placing undue emphasis on their body odors, their dandruff, their peeling skin, and that in the final analysis, this "scare copy" may well boomerang.

Typical of the way Shulton sells itself was the commercial seen last year on the Borge and Murrow programs. Chief "pitchman" was none other than George L. Schultz himself. After Schultz' introduction to "the plant that Shulton built"—40 acres of landscaped New Jersey countryside on which lie Shulton's self-contained operations—announcer Nelson Case (a soft-sell specialist) took the viewers on a "guided tour" (by film) of Shulton's various divisions. They not only saw how Old Spice shaving mugs are filled, or how deodorant sticks are pressed into shape, but they also listened to an unobstrusive announcement about a new line of medicated products, Thylox. Most pharmaceutical houses, a Shulton executive remarked recently, will "hit you over the head" with a new product, rhapsodically claiming this one—and only this one—will save you from "eternal damnation as a social outcast."

(Thylox, now handled by Foote, Cone, & Belding, New York, after being switched there from Brudno & Bailey, Westfield, N. J., is now testing spot tv [AT DEADLINE, June 3].)

Shulton is in tv to stay. Its first use of color tv (*Cinderella*) was "very promising," notes Mr. Schultz, and agencyman Perine thanks his lucky stars that Shulton is so very package-conscious. So does Shulton's art director, Adam J. Grodin, who spends his working days dreaming up new ways to make Shulton's products more attractive than they now are. Says Mr. Grodin: "Only slight corrections in color values have been necessary to ready the product for the camera."

It had planned to purchase additional Murrow-Friendly shows, but with Pan-American World Airways signed as a regular sponsor, Shulton was forced out. "Revolution in the Navy," seen earlier this year, was the firm's last *See It Now*. But although Shulton recently signed for Miss Arden's new series, "our purchase does not preclude possible sponsorship of other shows"—notably one-shots—"as they come along."

Indicative of its increasing tv-radio activity as Shulton waxes corporately fatter (its domestic toiletries sales, 75% of total volume, are already up 12% over 1956; it expects to spend $1.3 million just on expansion and diversification, has recently opened a $360,000 addition to its Clifton headquarters) was last month's appointment of John L. (Jack) Zimmer to the post of Wesley's radio-tv director—the agency's first such executive in 29 years of operations [CLOSED CIRCUIT, June 17]. Mr. Zimmer, former executive tv producer at Cunningham & Walsh, will be charged with enlarging the agency's broadcast department, thus taking some of the workload off media director Joseph D. Knap Jr. It's possible that from that time Jack Zimmer's will be a most important voice at the joint agency-client advertising strategy meetings held each Tuesday morning at Shulton's New York sales offices.

RATINGS IN L. A. INFLATED—ARB

- **Seiler raps high figures**
- **Asks for 'truthful' data**

THE Los Angeles rating imbroglio took on another new aspect last week, complicating a dispute that has been going on for months [B•T, June 24].

American Research Bureau, whose Los Angeles station clients had been deserting the service for research firms showing much higher daytime tv sets-in-use, came out with results of "the most extensive investigation ever carried out on this subject." Its results were sent last week to agencies, advertisers and stations.

These results, ARB President James W. Seiler said, "confirm ARB's belief that it is reporting the correct levels of daytime viewing in Los Angeles and other markets."

Using "the finest sampling technique available and sample sizes almost five times normal," ARB came up with figures showing that afternoon (2-5 p.m.) viewing in Los Angeles during the May 6-10 week averages 11.4% by the normal ARB diary formula; 12.7% by personal coincidental, described by Mr. Seiler as the finest known technique; 12.8% by telephone coincidental, and 21.6% by service and roster-recall (Pulse).

In a second major check, ARB found a four-week (April 28-May 25) daytime tv viewing comparison revealed an 8.5% tune-in by personal coincidental, 11.3% by telephone coincidental and 17.1% by four-week diary (described as Nielsen).

Battered by competitive sales tactics aimed at ARB's lower tune-in figures, Mr. Seiler said.

"It is ARB's belief that the industry as a whole is best served by audience measurement figures nearest to the truth. In view of the above experiments and many, many more conducted by other organizations and not publicly released, the conclusion seems inescapable that the ARB daytime sets-in-use figures in Los Angeles are the only ones that can be supported by actual experimental evidence. It is our hope that these comments will lead to further experimentation by other interested parties and to serious questioning of any services which appear to be inflating daytime television sets-in-use beyond all reasonable levels, to the ultimate harm of both the advertiser and the station."

Mr. Seiler said "the issue is clear" and poses a question of "tremendous importance to both buyers and sellers of television time. This question is whether or not economic forces may eventually dictate the size of the research figures reporting on the television audience and whether emphasis should be on the high figure or the correct figure."

ARB noted that Trendex Inc. was commissioned last winter to conduct field measurements in several markets for Television Bureau of Advertising. "Members of the TvB board have indicated that these tests show results similar to the ARB field tests though never publicly released," an ARB spokesman said.

Summing it up, ARB said it hoped its May checkup would lead users of rating services "to serious questioning of any services which appear to be inflating daytime tv sets-in-use beyond all reasonable levels, to the ultimate harm of both the advertiser and the station."

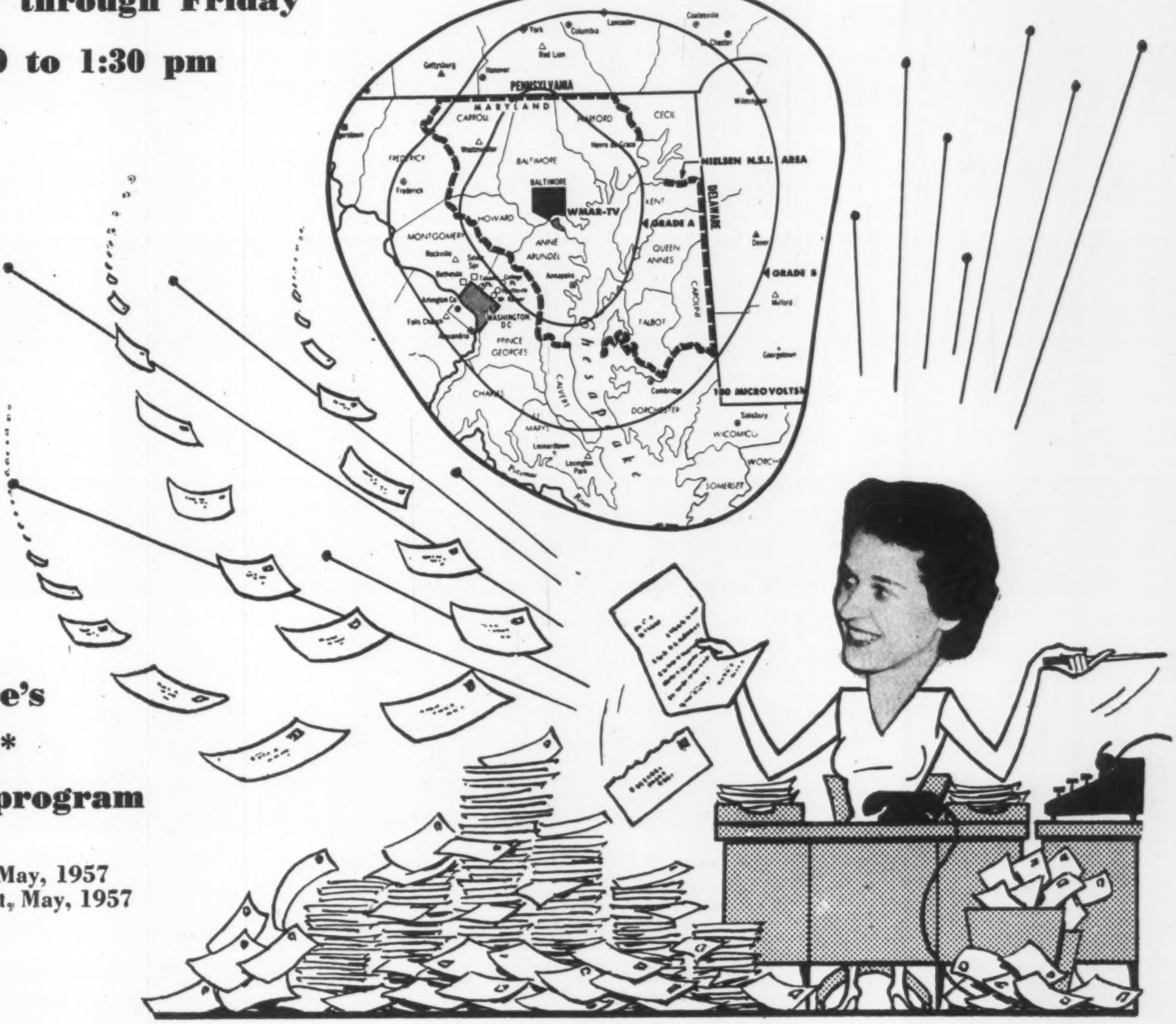
ARB's personal coincidental interviews covered over 6,900 tv homes, interviewers certifying in writing the condition of each tv set in each home during the time of the visit, ARB said.

ARB's data shows a much lower afternoon tune-in around the five county Los Angeles area than most other U. S. cities. It offered no explanation of this indication, noted also in New York City.

from far and near… they're watching Ann Mar on The Woman's Angle

Monday through Friday

1:00 to 1:30 pm



PENNSYLVANIA
MARYLAND
BALTIMORE
WMAR-TV
NIELSEN N.S.I. AREA
GRADE A
GRADE B
DELAWARE
WASHINGTON D.C.
100 MICROVOLTS
Chesapeake

Baltimore's top-rated* cooking program

*ARB Report, May, 1957
Nielsen Report, May, 1957

mail proves coverage

During a recent 30-day period, Ann Mar received mail from 121 Maryland postoffices outside of Baltimore, including the Eastern Shore, Virginia, Pennsylvania and Delaware. May Nielsen Report indicates Ann's program reaches an average of 108,500 homes per telecast.

The Woman's Angle

Ann Mar, a super saleswoman, offers wanted tips for homemakers, as she prepares tempting, economical dishes from unique recipes she has culled from famous East Coast restaurants. Stage, screen, TV stars; gardening, culinary, fashion authorities are also featured.

In Maryland, most people watch **WMAR·TV**

CBS

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone Mulberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

Know Charlotte by the company it keeps

Bank debits "a dependable indication of business activity," show Charlotte keeps company with many "first fifty" cities.* For major results, give Charlotte a major appropriation. And, of course, spend it on WBT Radio which exceeds the next largest Charlotte radio station in total weekly coverage (NCS #2) by 894.9%.

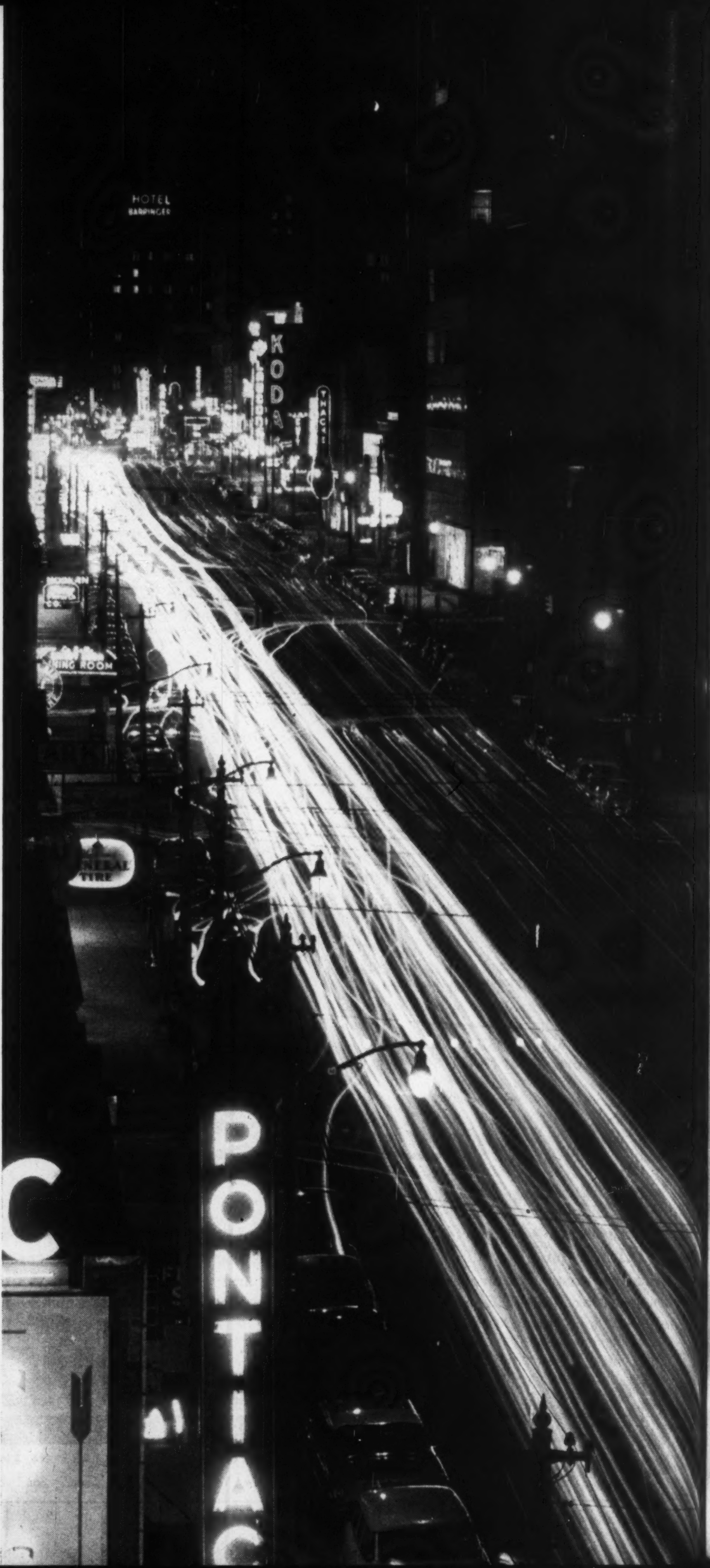
*Standard Metropolitan Area Population

Providence $1,571,397,000 • San Antonio $1,462,297,000 • Charlotte $1,326,042,000 • Phoenix $1,262,642,000 • New Haven $1,103,819,000

Represented Nationally by CBS Radio Spot Sales

WBT
Radio
CHARLOTTE, N. C.

JEFFERSON STANDARD
BROADCASTING COMPANY



RADIO GETTING BIGGER SHARE OF MOVIES' PROMOTION DOLLAR

- **Networks play minor role in film exploitation**
- **Industry feels tv isn't worth its price tag**

THE motion picture industry, having revived itself following its recent embrace of television, is casting loving eyes at radio. And radio, once looked upon as an unglamorous step-sister, but now radiant with a commercial beauty that Hollywood finds irresistible, appears to be making the most of this new attention.

A B•T check last week of the major studios and their advertising agencies reveals that the studios—on a whole—are spending more money in radio today than ever before, and not because of the increased rate card. They are spending more because they are ordering more.

Out of the "vest pocket survey," this much can be ascertained:

- Radio, with its automotive and resort audience, is a "must-buy" for any studio introducing a new film this summer.
- Network radio now plays—and will continue to play—a small part in the overall exploitation campaigns planned by the major studios. However, local radio will receive only that share of the exhibitor's dollar it is willing to fight for.
- Network radio nonetheless will continue to receive that share of the exhibitor's dollar allocated to "pre-selling." But local radio will get the cream of the "point-of-sale" dollar, especially this summer from the drive-in theatre owners.
- Television is getting less of the exhibitor's dollar, but will continue to get its share of revenue allocated to plugging horror films."

What has happened over the past two years is that exhibitors, studios, producers, and agencies servicing motion picture companies have begun to realize that tv's expense doesn't justify the results. One agency executive, who prefers anonymity, quotes the Sindlinger research organization's conclusion about plugging movies on tv. He says, "The more scenes of a film people see in tv trailers, the less they want to see the film." He feels—and many of his colleagues agree—that the smallness of the television screen cannot "put across" the scope of a million dollar production.

Then, too, the agency people will point to radio's flexibility. Recalls an executive of Donahue & Coe, the agency servicing the Capitol Theatre in New York, "The reviews for Stanley Kramer's *The Pride and the Passion* came out on a Friday night around 10 or so. By seven the next morning, our radio spots carried excerpts from these reviews."

The spot campaign for *Pride* exemplifies the growing use of radio: $23,000 worth in the greater New York area alone. United Artists, the distributors for *Pride,* two weeks ago set aside $23,000 for the New York premiere, bombarded 9 million New Yorkers with a saturation schedule of 10-, 20-, 30-second and one-minute spots on 11 radio stations, including two foreign language and one fm-only station. In Los Angeles UA is allocating $6,000 to radio; in Chicago, $5,000. UA also plans to enter a total of 60 markets between now and the end of August with campaigns on behalf of *Pride,* Hecht-Hill & Lancaster's *The Sweet Smell of Success* and Otto Preminger's *St. Joan,* spending well over $800,000 in radio alone. UA's national director of advertising-publicity-exploitation, Roger H. Lewis, announced last week that for *Sweet Smell of Success* the firm had scheduled 4,600 radio announcements in 25 markets to back July 4 weekend openings. The five-day, 113-station campaign was described by Mr. Lewis as "the heaviest ever set by UA."

In major metropolitan markets, there is a decided rise in radio announcements for what movie-makers call "subsequent run campaigns," i. e., films that have left the big houses and are ready for the Loew's, Schine or RKO circuits. The agencies know too well that they cannot "buck" television (except perhaps in the summer), thus concentrate the bulk of their "radioactivity" on daytime or late evening listening. A great many of them save their ammunition for weekends.

With air-conditioning now being offered by most film houses, the industry feels there's a shift away from the tried-and-true formula of going after the moviegoer only in fall and wintertime. In fact, the Council of Motion Picture Organizations has become so interested in radio's ability to "get around" that it has taken the unprecedented step of launching an eight-week radio spot campaign on disc-jockey shows in two cities this past Monday [AT DEADLINE, June 24]. It wants to see if radio can really do the job it claims. If so, the COMPO plans to step up its radio activity in other cities this fall. The test run is being jointly financed by Motion Picture Assn. of America (MPAA) and the Theatre Owners of America (TOA).

FIGHTING THE TREND

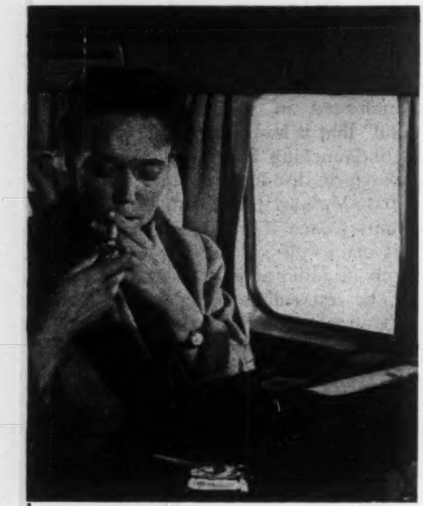
THE shift to radio of movie companies and exhibitors is definitely being felt by tv stations in the top markets. One station that seems to be doing something about it is WRCA-TV New York, located in the nation's number one "movie market."

Six weeks ago, WRCA-TV Sales Manager James Barry and his boss, Sales Director Jay Heiten, instituted the "Gotham Film Festival," a special discount package plan for movie advertisers. Under the "GFF," exhibitors get a basic unit of 10 spots (ranging from class AA to D) varying from 10 to 20 seconds in length. Total price: $1,500. One advertiser, 20th Century-Fox, told B•T that on paper, the 10 spots would be worth "close to $5,000."

Mr. Heiten frankly admits that the "GFF" is designed to attract those advertisers who have "gone astray," that is, into radio. He reports that among the various clients "GFF" has attracted, there were "several" who had no intention whatsoever of going into tv, but who "couldn't resist" WRCA-TV's offer.

Here's how some of the studios feel about radio:

- Columbia Pictures Corp., whose wholly-owned subsidiary Screen Gems is already a tv "giant" of sorts, follows no set pattern in its radio use. It will spend a sizable portion in radio for one film, e. g. $35,000 for a three-week NBC Radio spread on *Monitor,* etc., for the new Rita Hayworth-Robert Mitchum film, *Fire Down Below.* On the other hand, it intends to spend little in radio for the forthcoming Kim Novak bio of Jeanne Eagels, go in heavy for print. Explains a Columbia representative: "We have a tendency to use but one or two media at a time . . . we don't like to stretch ourselves thin."
- Metro-Goldwyn-Mayer, also knee-deep in television (MGM-TV), disagrees with Columbia in principle, uses little if any network radio. But it uses local announcement campaigns that may be "routine" or "frenzied," e. g., 60 spots in the course of four days. An example of "frenzied" campaigning might be that for MGM's new musical, *Silk Stockings.* The film is slated for the gala treatment due to its stars, Fred Astaire and Cyd Charisse. MGM also likes 10-second "quickies," as in the case of *Something of Value.* The entire commercial went as follows: "Something to see . . . *Something of Value.*" Metro doesn't care for network radio because it can't work in a local theatre plug, whereas local radio is just that—a plug paid for entirely or in part by the film company, with the local exhibitor often sharing the costs.
- Warner Bros. doesn't buy nationally at all. Blaine-Thompson Co., its agency, leaves all the buying up to the exhibitor because, it feels that the very nature of film openings (on a staggered basis throughout the country) makes network radio a waste. Executives at Blaine-Thompson say that radio sets the pace, and that the print ads in national magazines act as "umbrellas," covering the picture as a whole, and presenting details.
- Twentieth Century-Fox Film Corp. is another studio that has made the most out of television, e.g., TCF Productions, a wholly-owned subsidiary producing tv films *My Friend Flicka, You Are There),* and its tie-in with National Telefilm Assoc. Yet, when it comes right down to promoting its theatre product, it will use principally radio. Says a representative of 20th Century: "You can have television—it's no bargain." Radio appears to be: In New York, for example, 20th Century spent no less than $11,000



PREVIEW:

AIRBORNE REPORTER LIGHTS UP A CAMEL

MARGUERITE HIGGINS, Pulitzer-prize winning correspondent, is the key figure in the new 60-second tv commercial for Camel cigarettes. Transfilm Inc., New York, produced it for William Esty Co., R. J. Reynolds Tobacco Co. agency. It is scheduled for use on the CBS-TV *Mr. Adams and Eve* and *The Phil Silvers Show* as well as the ABC-TV *Wire Service*. Here's how the commercial runs:

VIDEO	*AUDIO*
Open on shot of plane in flight. *Optical to plane interior. MS Higgins* typing on her portable. Super title: *MARGUERITE HIGGINS PULITZER PRIZE WINNER*	Anncr.: (V.O.) Sky-hopping from crisis to crisis, the lady at the typewriter holds down a man's job. Marguerite Higgins won a Pulitzer Prize for her foreign news reporting.
Higgins looks out window of plane. *Optical to aerial view of the Pentagon.* *Cut to shot of plane landing and taxiing down runway.*	Miss Higgins lives in Washington, D. C., where part of her beat is the Pentagon. When the plane touches down, another part of the trip begins. Have to get the story to the office.
Optical to Higgins coming down ramp from airport and getting into car. Follow car pulling away from airport building.	Outside the airport the car waits. The news *won't*. It grows old in a hurry. When the pressure's on, it's good to relax and get caught up on the local scene.
Cut to interior of car as Higgins is talking. She reaches for a Camel, lights it, begins to smoke. Hold this footage till end title.	On the way to the office, Marguerite Higgins sits back and takes life easy. Good time to have a *real* cigarette—*Camel*. She knows the difference between "just smoking"—and *Camels!* No fads or fancy stuff for this gal—simply the finest taste in smoking. Real smokers *know* why Camels are the largest-selling cigarette in America today! How about *you?*
Cut to end title.	Have a *real* cigarette—have a Camel!
Hold above over final line.	They've really got it!

the first week to promote *Island in the Sun*—all in radio. The second week (after the film had opened), radio got $7,000; the third week, $4,000. Admits the agency for 20th Century, Charles Schlaifer & Co.: These are radio budgets designed primarily to pull audiences into movie palaces charging $1.50 and up for admission. For out of town theatres whose box office prices are considerably less, and where the traffic is less congested, 20th Century, and most other studios, won't spend more than $750 per film in the initial stages. 20th Century uses network radio from time to time in promoting a simultaneous opening. This was the case this past July 4 weekend when singer Pat Boone's *Bernardine* opened in all major markets. The studio, which had ordered extra prints of the film made to accommodate a hoped-for teenage tidal wave, plugged the film two weeks running on NBC's *Monitor*. Comments the studio: "When it comes to recording stars like Pat Boone and Belafonte *(Island in the Sun)*, radio's a natural."

A sidelight to this renewed radio business is the matter of billing: who gets it, and why? For instance, the agency for studio X may not necessarily be the agency placing the campaign for theatre Y. It will do all of the "hard work," say officials of studio X's agency, such as hire the talent, record the commercial, edit and process same; but theatre Y's agency places the spot on a local station and promptly gets the billing. All Y's agency has done for the 15%, says agency X, is to buy time and insert the name of theatre Y. The situation, B•T was told, is getting more serious as radio expenditures become more lush. The unhappy irony of it all is that the process—whether it be "unfair" or "unethical"—is "strictly legal."

Tv has its place in the overall scheme of ballyhoo, particularly when it comes to the matter of "gratis" plugs. Mr. Sindlinger notwithstanding, the movie companies like television—for free. The Ed Sullivans or Steve Allens need only let it be known that they'd be "interested" in a given picture, ere the studio exploitation men descend en masse on the networks. The studio people declare there is "nothing hypocritical" about this attitude. They explain: "The magazines give us free space—why not television? The industry answer: "Yes, but you also take out ads in magazines."

The studios are more conservative with paid tv. Paramount's *Ten Commandments*, said to be the most expensive production in recent Hollywood history, didn't bother with tv. Last November, when the De Mille spectacular opened, Paramount plunged into about 100 markets with radio.

But Hollywood likes tv for a certain product: horror films. Allied Artists, whose last two "prestige films" were Billy Wilder's *Friendly Persuasion* and the about-to-be-released Audrey Hepburn-Maurice Chevalier *Love in the Afternoon*, did not use tv for the first, nor does it intend to use it for the second. But it will make good use of tv in plugging its science fiction films. Paramount, whose 11th commandment seems to be "Thou shalt not use tv," did so in promoting its *Naked Jungle*. Explains exploitation director Herb Steinberg: "How else can you convey the image of an army of marching ants?" and Warner Bros. is all agog about what tv will do for its *Curse of Frankenstein*.

At present, the industry's eyes are focusing on Aug. 31 or thereabouts. At that time, COMPO will have completed its two-city test, and should it feel satisfied with the campaign, the use of spot radio may be taken out of the "limited run" category. As things stand now, most major film companies and exhibitors believe in radio as a short-term weapon to whet the audience's initial interest, to move it into the theatre the first week of a film's opening, letting the film ride—after the first week—on word-of-mouth publicity. (An exception to this rule is in the so-called "art houses," specializing in foreign films. As an example: the Trans-Lux in New York, which has been showing—and repeatedly using radio to plug—the Italian-made *La Strada* for something like seven straight months.

COMPO officials profess to have great faith in local disc jockeys. Its Denver-Rochester test is being conducted by local d.j.'s ad-libbing off a basic copy platform. They don't mention specific movies nor theatres; all they say is "go movie." In the final analysis, the test rests with the local exhibitor. If he is impressed by the campaign, he may want to take some of his advertising funds out of newspapers and put them where broadcasters feel they'll do the most good—in radio.

AMOCO COVETS 'LIMITED' CBS SLOT

- **Oil firm wants to use pro football on regional basis**
- **But radio network retains 'Philharmonic' for 'good will'**

THE Washington Redskins' war whoops aren't exactly music to the discerning ears of the Philharmonic Orchestra Society of New York.

Cause of the cacophony: American Oil Co.'s desire to sponsor Redskin football games next fall on a "limited" CBS Radio network—i.e. Washington south to Miami and west to Texas. The trouble is that Amoco would like the 2-4:30 p.m. slot of which 90 minutes (2:30-4 p.m.) are devoted to the weekly Philharmonic broadcasts direct from New York's Carnegie Hall.

Ordinarily, when an irresistible force (potential advertiser) meets an immovable object (sustaining program), something—namely the program—has to give. In this case it appears Amoco must do the "giving."

Not since Oct. 5, 1930, when CBS first brought the Philharmonic to radio, has any program other than classical music been heard in that time period. This is not to say that CBS has found Shostakovitch and "sponsor" to be incompatible. Far from it. But in the past 27 years, such advertisers as U. S. Rubber, Standard Oil Co. (N. J.) and Willys Motors have sponsored a total of only seven and a half seasons (Willys backing only part of the 1952-53 season), with losses in revenue to both CBS and the Philharmonic considerable.

It is no secret that CBS officials are still "selling" the Philharmonic broadcasts to "interested advertisers," but the network is most insistent on the point it is selling a program, not a time slot. "We are not in business to tinker with the public good will," is the way one network official sums it up.

Executives at Amoco's agency, Joseph Katz Co., New York and Baltimore, reply that all they ask is that CBS meet the advertiser half-way. "Our aim," one Katz adman said, "is not to deprive 10 million Americans of their musical heritage, but to give double that number something they want to hear Sunday afternoons—pro football." They suggest that CBS tape-record the Philharmonic broadcasts for playback at a later time and point to the network's summer replacement for the symphony, *World Music Festival,* as a case-in-point. (The *Festivals,* recorded in Europe each summer by CBS classical music head Jim Fassett, tape the cream of the continent's symphonic aggregations, such as Amsterdam Concertgebouw, L'Orchestre de la Suisse Romande, London's Philharmonia, at such world-renowned events at the Salzburg Music Festival; they are taped at least a week or two weeks in advance and shipped back to New York for rebroadcast. They, too, are sponsored.)

But, maintains CBS, the loyal Philharmonic audience has—like Pavlov's dogs—developed conditioned reflexes. Tape recorded Philharmonic broadcasts are considered "phony" by some and an "insult" by others. And should this audience turn on CBS Radio at that exact time Sunday and *not* find the Philharmonic tuning up, there'll be an explosion, says the network. Its executives recall too well that only a few years ago an effort was made to juggle the Philharmonic to what was thought to be a "better time." Several mail onslaughts later, the Philharmonic was back at 2:30. (They also declare the "Phil" is more than just a program, it's a historical milestone. It was during the orchestra's program the afternoon of Dec. 7, 1941, that many Americans first heard of the Pearl Harbor disaster.)

It's not, says CBS, that Amoco is "sponsoro non grata"; to be sure, Amoco and CBS Radio are old friends, witness its past long-term sponsorship of Ed Murrow's newscasts, and its present CBS-TV contract for *Person to Person* and its summer replacement, Mike Stokey's *Pantomime Quiz.* It's just that brawn and brain are incompatible Sunday afternoons. Amoco's executives indicate they'd be most amenable to the suggestion that they sponsor the Philharmonic's weekly concert, but add that the budget wouldn't feel so easily disposed.

The people at Katz haven't quite tossed in their oil-stained sponges yet, but neither are they wasting any time in lining up a network of their own choosing. [AT DEADLINE, July 1]. With 51 tv stations already signed (28 in "Amoco territory," the rest in the Louisiana-Texas area serviced by Amoco's affiliate Pan-Am Southern Div.), Katz has sent out "letters of intent" to 65 stations, a third of them CBS affiliates.

According to Katz officials, local stations in the South-Southwest are "hot" for the Redskin games because of their ratings; it has even been suggested that some stations, judging from past performances in which they have tossed out regularly regional sponsored programs to make way for Amoco, might mute the Philharmonic next season. (Amoco's kickoff is Sept. 29.)

"But," a Katz executive said last week, "we are still somewhat hopeful of getting a CBS network."

CBS Radio Sales Vice President John Karol appears to have dashed these hopes. Agreed, he said, the Philharmonic broadcasts are sustainers; thus, they fall into "station time." Nonetheless, CBS is obliged to feed the symphony broadcasts to its affiliates. What they do with them once "received," he said, "is their business."

And their business might be Amoco's business.

3 Sponsors Sign With NBC-TV For Shirley Temple 'Fairy Tales'

SEALTEST ice cream and dairy products division of National Dairy Products Corp., John H. Breck Inc. and Hills Brothers coffee will sponsor a series of 16 special one-hour presentations based on classic fairy tales, with Shirley Temple as hostess and narrator [B•T, June 24], it was announced officially last week by Manie Sacks, vice president of NBC-TV. *Fairy Tales* will start Sunday, Jan. 12, 8-9 p.m.

The programs will be produced by Henry Jaffe Enterprises, either live or on film, depending on which medium is best suited to the individual show, Mr. Sacks said. The filmed programs will be produced in association with Screen Gems. William Phillipson will be executive producer.

Programs for the series will include "Hansel and Gretel", "Gulliver's Travels," "Ali Baba and the Forty Thieves," "Robinson Crusoe" and a Mother Goose musical revue, among others.

N. W. Ayer & Son, New York, is the agency for all three sponsors.

Percy Orthwein, D'Arcy Head, Dies After Long Illness

FUNERAL services for Percy J. Orthwein, 68, president of D'Arcy Adv., St. Louis, were held Friday in Huntleigh Village, Mo.

MR. ORTHWEIN

Mr. Orthwein died at his home in Huntleigh Village last Tuesday after a long illness.

With three partners—the late W. C. D'Arcy and Archie Lee, and the now retired J. F. Oberwinder — Mr. Orthwein helped build D'Arcy Adv. from a small local agency into a national organization with offices in principal cities and in Mexico and Canada.

Mr. Orthwein was an accomplished artist and won recognition in the field of pictorial advertising, principally for posters and magazines. He was named a director of D'Arcy in 1928, chairman of the board in 1951, chairman of the executive committee in 1953 and president in 1955.

Too Much of a Good Thing May Strain Revlon Budget

REVLON Inc., which is trying very hard to hold onto one of its properties, Hal March (see story, p. 42), is trying equally hard to get rid of another, singer Guy Mitchell. It's not that it doesn't like Mr. Mitchell; it's just that it likes Walter Winchell better.

Two months ago, when the cosmetics firm purchased the Desilu package, *Walter Winchell File,* starring the Hearst columnist, it asked ABC-TV to let it back out of half of the Mitchell program, to which it had committed itself at the beginning of the year. ABC-TV agreed to do so, but has as yet not found an alternate sponsor.

But now Revlon wants to drop the Mitchell show altogether. Revlon officials declare that they may have over-extended themselves, "budget-wise," but add that should ABC-TV not succeed in pulling Revlon out of its self-made hole, then they will be obliged to go through with sponsoring (alternately) the musical series which begins Sept. 21 at 10 p.m. "We like Guy and we like the show," one Revlon spokesman said. "But had we seen the pilot of the Winchell show before that of Guy Mitchell's, we wouldn't have considered the latter." Revlon admitted that financially, purchasing the Winchell show in addition to the Mitchell program perhaps wasn't the wisest course of action, but on the same hand, having let go such "a potentially hot" program as Mr. Winchell's in default would not have been wise.

The Winchell show will premiere under Revlon sponsorship on Oct. 2, 9:30-10 p.m.

Although ABC-TV "officially" had nothing to say on the matter, one of the network's key executives said, "We've already agreed to relieve Revlon of half the show. They're in love with Winchell and we're glad they are. But if they want to drop the Mitchell show entirely, I'm afraid it'll be up to them—not us—to find an advertiser replacement." But Revlon's contention is that ABC-TV has agreed to help the cosmetics firm in locating a successor.

In both the Hal March and Guy Mitchell "cases," the crucial time slot is Saturday, 10-10:30 p.m.—and on both NBC-TV and ABC-TV.

Shiriff-Horsey Buys Salada, Creating $50 Million Business

SHIRRIFF-HORSEY Corp. of Toronto and Plant City, Fla., has bought Salada Tea Co., Boston, and Salada Tea Co. of Canada Ltd., creating a food organization with combined annual sales of $50 million. Grant Horsey, president of Shirriff-Horsey, announced the acquisition last week. Terms were not revealed.

Proposed name for the consolidated firm is Salada-Sherriff-Horsey Ltd. The firm, founded in 1883, is considered the largest tea distributor of Canada. Salada Tea was founded in 1892 by the late Peter Larkin, whose son, Gerald, head of the companies in the U. S. and Canada, will retire, it was announced. Shirriff-Horsey operated a Southern Division in Florida supplying citrus products under the Horsey brand in this country, Canada and Europe. Other divisions market a number of products under Shirriff and Lushus brands. Subsidiary companies deal in frozen shrimp, candy, soda fountain and ice cream products.

Salada, through Sullivan, Stauffer, Colwell & Bayles, New York, currently spends nearly $2 million annually in spot television. Fall tv plans will not be affected by sale of the firm, it was reported last week. McKim Adv. Ltd. of Toronto is agency for Shirriff-Horsey.

Ross Roy Holds Open House

ROSS ROY INC., Detroit advertising agency, rolled out a 900-foot red carpet to welcome some 2,000 media-client-agency visitors during an open house June 26-29. The four-day event was themed "Advertising With Follow-Through," and the red carpet led past exhibits of ad and marketing functions of the firm. Ross Roy Inc. was founded in June 1926 and has offices in Hollywood and Windsor, Ont.

EDGAR F. KAISER *(c), president of Kaiser Industries, signs a contract that will bring* Maverick, *purportedly a 7 million-dollar package (in production and time charges) under his firm's sponsorship on ABC-TV next September. Present at the signing were Leonard H. Goldensen (l), president of American Broadcasting-Paramount Theatres, Inc., and Oliver Treyz, ABC vice president in charge of television.*

ABC-TV Signs Kaiser To Sponsor 'Maverick'

SIGNING of Kaiser Industries Corp. and Kaiser Aluminum Chemical Corp. to sponsor *Maverick*, Warner Bros. western-adventure film series on ABC-TV (Sun. 7:30-8:30 p.m. EDT), starting Sept. 22, was announced jointly last week by Edgar F. Kaiser, president of Kaiser Industries, and Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc. The agency is Young & Rubicam, New York. Kaiser reportedly will spend more than $7 million in production and time charges.

A feature of the Kaiser sponsorship, described as "unprecedented," is the establishment of a new corporation held jointly by Kaiser Industries, Warner Bros. and AB-PT, which will own the television properties to be produced by Warner under Kaiser sponsorship.

Mr. Kaiser stated his company is "highly enthusiastic about joining forces with this dynamic organization [ABC-TV]," and added:

"Through our association with ABC-TV, we will immeasurably strengthen the effort already started last year on tv to promote products to the consumer. This will give Kaiser Aluminum a new and broader opportunity to serve our customers by helping them expand their markets and stimulate the development of new uses for aluminum.

"Equally important, we will also be able for the first time to use this great medium with all its versatility to expand further the markets of each of the affiliated Kaiser companies which serve the nation. . . . "

ABC-TV claimed that Kaiser's one-hour program "marks the largest new program under single sponsorship in the television medium for the past two years." Jack L. Warner, president of Warner Bros., took note of this sponsorship move when he commented that "at this time, when national advertisers seem to be cutting their sponsorship efforts into smaller pieces, it is refreshing to note the bold, rugged approach and the vision of the Kaiser organization to win a major audience in television's most challenging and rewarding time period."

The program probably represents ABC-TV's most formidable bid to cut into the Sunday evening "powerhouse" programming of both CBS-TV and NBC-TV next fall. CBS-TV has the *Ed Sullivan Show* in the 8-9 p.m. slot and *General Electric Theatre* (9-9:30 p.m.) and *Alfred Hitchcock Presents* (9:30-10 p.m.); NBC-TV has *Steve Allen Show* (8-9 p.m.) and the *Chevy Show* (9-10 p.m.).

Henry J. Kaiser is 50% owner of KHVH, and 75% owner of KHVH-TV Honolulu.

SAAA Picks Finn As President; Two New Members Announced

THE Southwestern Assn. of Advertising Agencies, in its annual convention this year in Galveston, Tex., elected William Finn, William Finn & Assoc., Tyler, Tex., as president for 1957-58. He succeeds Thomas L. Yates, who termed this year's SAAA gathering with representatives of over 30 agencies "a grand success."

Other officers for the new year include vice president, R. J. Burke, R. J. Burke Advertising Inc., Dallas; and new board directors, elected for two year terms, Claude Aniol of Claude Aniol & Assoc., San Antonio; Jack Hamilton of Alert Advertising Agency, Galveston, and R. J. Burke, and Bob Aylin of Aylin Advertising, Houston.

New members in SAAA, announced at the convention were Rittenhouse & Co., Houston, and Read-Petty-Poland Inc., Fort Worth. Dallas was selected as the host city for the 1958 SAAA convention which will be held jointly in February with the Southwestern group of AAAA. It was agreed this joint session would eliminate a duplication of southwestern conventions since practically all southwest AAAA members are affiliated with SAAA.

American Safety Razor Change

BECAUSE of diversification and increased growth, American Safety Razor Corp., has officially changed its corporate name to A. S. R. Products Corp., it was announced

Famous on the Georgia Scene

IDA CASON GARDENS, attracting thousands to the world's largest man-made beach, lies near Chipley, Georgia. This is the heart of the state's rich textile and agricultural section—an area fully covered by WAGA-TV, also famous on the Georgia scene. Full power, tallest tower and top ARB and Pulse ratings give WAGA-TV first place in the Southeast's No. 1 market.

CHANNEL 5 ATLANTA

waga•tv

CBS TELEVISION

A STORER STATION

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—625 Madison Ave. • CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

Represented Nationally by THE KATZ AGENCY, Inc.

Leadership is a family affair

John Quincy Adams, newly elected President, gazed reflectively at the portrait on the wall. How proud he must have felt following the footsteps of his illustrious father, John Adams, into the White House!

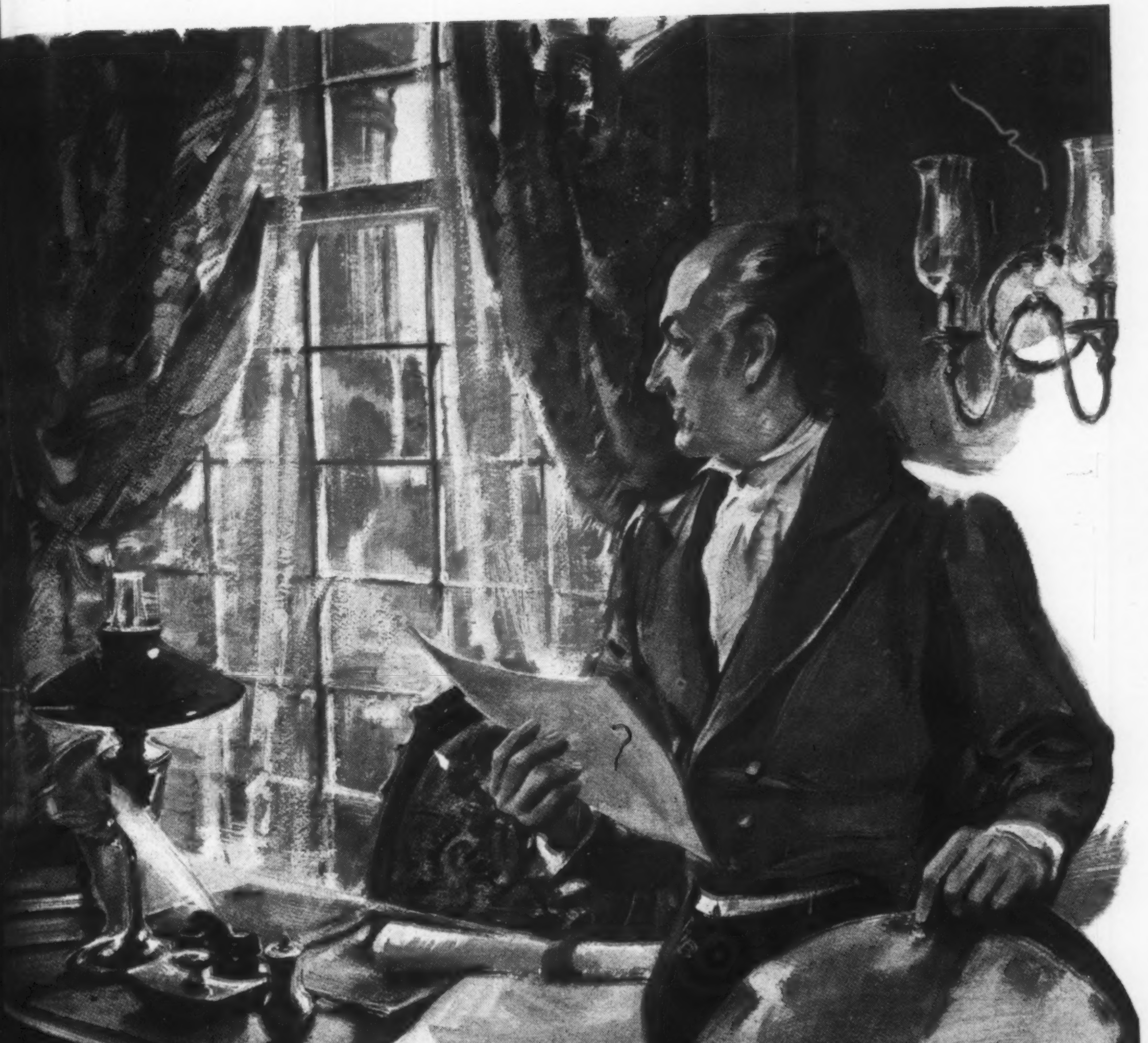
Just as leadership was a tradition of the Adams family, so it is of the WKY Television System family of stations. This leadership has produced stations outstanding in their markets—the logical choice for your advertising.

THE WKY TELEVISION SYSTEM, INC.

pioneering
color TV

WKY-TV Oklahoma City
WKY Radio Oklahoma City
WSFA-TV Montgomery
WTVT Tampa-St. Petersburg

Represented by the Katz Agency



last week by Milton Dammann, company chairman. Sold in 42 countries, the company's products include: Gem and Pal razors; razor blades marked under the brand names, Gem, Pal, Personna, Blue Star, Silver Star, Treet, Ever-Ready shaving brushes, hair preparations, creams, lotion and several other products.

Fuller & Smith & Ross Absorbs Orr Associates

ROBERT W. ORR Associates Inc., with approximately $2 million worth of accounts, joined the 50-year-old Fuller & Smith & Ross, New York and Cleveland, as a separate division, effective July 1. The arrangement came about after the loss of the $4 million advertising budget of the Andrew Jergens Co. account by Orr, several weeks ago.

In making the announcement Mr. Orr said he believed the new arrangement will "work to the advantage of our clients who will not only have the specialized service which we have always provided but the added research, marketing and television staffs for which FSR is well-known."

Robert E. Allen, FSR president, said that Mr. Orr would continue to assist personally in serving his accounts and that overall responsibility for operations and account handling would become FSR's.

"I believe that the Robert W. Orr division of our agency will provide our clients with an added advantage in increased experience in the packaged and consumer fields," Mr. Allen said.

Key personnel of Mr. Orr's firm will continue to service Orr accounts. The Washington, D. C., office of Orr will be maintained unchanged to handle the National Guard Bureau account, which was renewed several months ago for another year.

Among the ten accounts with billings of approximately $2 million which will be added to FSR clients will be Pan-American Coffee Bureau, the Fuller Brush Co., the American International Underwriters Insurance groups, Munshon G. Shaw and F. R. Tripler & Co.

VIDEODEX

Tv Report for June 1-7, 1957

TOP 10 NETWORK SHOWS

	Program	# of Cities	% Tv Homes
1.	*The $64,000 Question*	172	33.2
2.	*Perry Como*	153	32.3
3.	*Ed Sullivan*	173	31.7
4.	*Twenty-One*	143	30.7
5.	*I Love Lucy*	156	30.4
6.	*Playhouse 90*	129	30.2
7.	*Chevy Show—Pat Boone*	136	29.8
8.	*Dragnet*	167	28.9
9.	*Cavalcade of Sports (Gillette fights)*	171	28.6
10.	*Climax*	169	28.0

	Program	# of Cities	# Tv Homes (000's)
1.	*The $64,000 Question*	172	11,285
2.	*Perry Como*	153	10,713
3.	*Ed Sullivan*	173	10,705
4.	*I Love Lucy*	156	10,113
5.	*Twenty-One*	143	10,037
6.	*Dragnet*	167	9,684
7.	*Chevy Show—Pat Boone*	136	9,516
8.	*Playhouse 90*	129	9,505
9.	*Cavalcade of Sports (Gillette fights)*	171	9,490
10.	*Climax*	169	9,273

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NIELSEN

Tv Report for May 26-June 8, 1957

TOP TV NETWORK SHOWS

Total Audience†—Homes (000)

1.	*Chevy Show—Pat Boone*	15,072
2.	*Sat. Color Carnival*	14,186
3.	*Gunsmoke*	13,904
4.	*I Love Lucy*	13,742
5.	*Ed Sullivan Show*	13,460
6.	*Producers Showcase*	13,057
7.	*Perry Como Show*	12,533
8.	*Playhouse 90*	12,493
9.	*$64,000 Question*	12,372
10.	*I've Got A Secret*	12,251

Total Audience—%*

1.	*Chevy Show—Pat Boone*	38.7
2.	*Sat. Color Carnival*	36.4
3.	*Gunsmoke*	35.7
4.	*I Love Lucy*	35.2
5.	*Ed Sullivan Show*	34.3
6.	*Producers Showcase*	33.7
7.	*Playhouse 90*	32.6
8.	*Perry Como Show*	32.1
9.	*$64,000 Question*	31.5
10.	*I've Got A Secret*	31.3

Average Audience‡—Homes (000)

1.	*Gunsmoke*	12,775
2.	*Chevy Show—Pat Boone*	12,372
3.	*I Love Lucy*	12,211
4.	*$64,000 Question*	11,284
5.	*Sat. Color Carnival*	11,203
6.	*I've Got A Secret*	11,203
7.	*December Bride*	10,962
8.	*Loretta Young*	10,921
9.	*Ford Show*	10,438
10.	*The Lineup*	10,317

Average Audience—%

1.	*Gunsmoke*	32.8
2.	*Chevy Show—Pat Boone*	31.8
3.	*I Love Lucy*	31.2
4.	*$64,000 Question*	28.7
5.	*Sat. Color Carnival*	28.7
6.	*I've Got A Secret*	28.6
7.	*December Bride*	28.1
8.	*Loretta Young Show*	27.6
9.	*Alfred Hitchcock Presents*	26.6
10.	*The Lineup*	26.4

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

‡ Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor(s), agency(s), day and time.

Cavalcade of Sports (NBC-171): Gillette (Maxon), Fri., 10 p.m. to conclusion.

Chevy Show — Pat Boone (NBC-151): Chevrolet (Campbell-Ewald), Sun., June 2, 9-10 p.m.

Climax (CBS-173): Chrysler (M-E), Thurs. 8:30-9:30 p.m.

Perry Como Show (NBC-150): participating sponsors, Sat. 8-9 p.m.

December Bride (CBS-185): General Foods (Benton & Bowles), Mon. 9:30-10 p.m.

Dragnet (NBC-167): Schick (Warwick & Legler), alternating with Liggett & Myers (M-E), Thurs. 8:30-9 p.m.

Ford Show (NBC-172): Ford (JWT), Thurs. 9:30-10 p.m.

Gunsmoke (CBS-162): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.

Alfred Hitchcock Presents (CBS-138): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

I Love Lucy (CBS-162): General Foods Corp. (Y&R), alternating with Procter & Gamble (Grey), Mon. 9-9:30 p.m.

I've Got A Secret (CBS-190): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

The Lineup (CBS-153): Brown & Williamson Tobacco Corp. (Bates), alternating with Procter & Gamble (Y&R), Fri. 10-10:30 p.m.

Playhouse 90 (CBS-134): American Gas Assn. (Lennen & Newell), Bristol-Myers (BBDO), Philip Morris (Burnett), Thurs. 9:30-11 p.m.

Producers Showcase (NBC-105): RCA-RCA Whirlpool (K&E), John Hancock (M-E), Mon. 8-9:30 p.m.

Saturday Color Carnival (NBC-126): RCA-RCA Whirlpool (K&E), Oldsmobile (D. P. Brother), every fourth Sat. 9-10:30 p.m.

$64.000 Question (CBS-178): Revlon (BBDO), Tues. 10-10:30 p.m.

Ed Sullivan Show (CBS-174): Lincoln-Mercury (K&E). Sun. 8-9 p.m.

Twenty-One (NBC-144): Pharmaceuticals Inc. (Ed Kletter), Mon. 9-9:30 p.m.

Loretta Young Show (NBC-163): Procter & Gamble (Benton & Bowles), Sun. 10-10:30 p.m.

Revlon Tells Hal March He's Violating Contract

ENTERTAINMENT PRODUCTIONS Inc.'s forthcoming panel quiz, *What's The Use?* might well be Hal March's philosophy of life. Mr. March, closely identified with Revlon Inc.'s *$64,000 Question* and mentioned as the possible m. c. of the new EPI package scheduled for NBC-TV on Saturday, 10 p.m. next fall, has been notified by his sponsor that taking over the new show will be tantamount to breach of contract.

The contract, signed back in 1955 around the time Walter Craig, Norman, Craig & Kummel radio-tv vice president, sold the *$64,000 Question* to Revlon, forbits Mr. March from partaking in any other quiz show. He is allowed to do tv musicals *(The Bachelor)* or dramatic shows *(Studio One)* and movies (he is currently "shooting" in a new Paramount film in Hollywood), but cannot do anything that might be construed as "competitive" to the big-money quiz by Revlon.

According to one of Revlon's top-echelon executives, EPI's new show is "too much like *I've Got a Secret.*" The Revlon official admitted there is a "hairline difference" between an audience participation quiz and a panel quiz, but added that in the final analysis, "there is very little difference between questioning guests or questioning panelists."

What's The Use? will be sponsored by Pharmaceuticals Inc.; although the firm that manufactures Geritol, R-D-X and Sominex cannot be considered a product competitor of Revlon, the fact remains that Mr. March presently is identified with a manufacturer of beauty aids. According to Revlon officials, "it would not help our

*Colgate-Palmolive presents "The Big Payoff" on KCMC-TV and CBS Television Monday through Friday, 1-1:30 P.M. CST.

.....there's more than one

*BIG PAYOFF

in

daytime television

on

KCMC-TV

Look at the amazing increase in daytime viewing, as measured in three consecutive Area Telepulse surveys . . .

AVERAGE ¼ HR. SETS-IN-USE — SIGN-ON 6 P.M.		
SEPT. 1955	FEB. 1956	FEB. 1957
15.7%	21.2%	33.5%
26 COUNTIES	26 COUNTIES	29 COUNTIES

. . . and, in the same 1957 survey, KCMC-TV registers 73% total weekly share of audience throughout its 100-microvolt area!

POWER---PROGRAMMING---PROMOTION

CBS TELEVISION

KCMC-TV

abc

WALTER M. WINDSOR
General Manager

CHANNEL 6 / 100,000 WATTS
TEXARKANA, TEXAS-ARKANSAS

RICHARD M. PETERS
Commercial Manager

Represented by Venard, Rintoul & McConnell cause to have Hal March selling health aids."

Hal March, in Hollywood making a movie for Paramount, said Wednesday as he understands his contract with Revlon, he is prohibited from participating in any other quiz show, but since *What's the Use?* is a panel show and not a quiz show there is no legal reason why he should not appear on this program if he so desires. "If my understanding is correct, then I'm free to work on *What's the Use?* and there's no problem," he said. "If I'm wrong and it is found to be a violation of my contract for *$64,000 Question,* then of course I can't do it."

Although no impasse has been reached, the matter has been placed in the hands of Revlon attorneys for "arbitration." It was learned the matter first was brought to Revlon's attention by MCA Ltd., rivals of William Morris, agents for Mr. March.

B&H Reorganizing in Chicago

BEAUMONT & HOHMAN INC., which lost the Greyhound bus account some weeks ago and whose Chicago office subsequently evolved a working agreement with Cunningham & Walsh, that city, is now reorganizing and plans to continue as an advertising agency.

H. A. Hohman, B & H president, said the agency will maintain offices in Chicago and continue operations in San Francisco and Seattle. Its Kansas City office is affiliated with Galvin-Farris Adv. agency. In the B & H and C & W agreement, a few key staffers joined the latter agency.

NETWORK BUSINESS

R. J. Reynolds Tobacco Co., Winston-Salem, N. C., announces renewal of weekday-weekend newscasts on American Broadcasting Network, through William Esty Co. Renewal involves co-sponsorship of Mon.-Fri., 5:30-35 p.m. (CDT) with Midas Inc.; 6:55-7 p.m. with Charles E. Hires Co. and 7:55-8 p.m. and 8:55-9 p.m., along with 18 weekend newscasts with Norwich Pharmacal Co. Accent Div., International Minerals & Chemicals Corp., through BBDO, renews effective July 3 one weekly segment of Don McNeill's *Breakfast Club* and Bridgeport Brass Co., effective July 2, four weekly segments of *When a Girl Marries,* through Hazard Adv. Co. N. Y. Three renewals, plus renewals for Radio Bible Class and new Ekco business for *Breakfast Club* and network dramatic strip, represents over $725,000 in net billings for ABN past week.

Alberto-Culver Co. (hair and scalp preparations), Chicago, signed for alternate Thursdays, 2:45-3 p.m. period on NBC-TV *Bride and Groom* starting Oct. 10. Agency: Geoffrey Wade Adv., Chicago.

Quaker Oats Co., Chicago, Ken-L-Products Div. is reportedly near completion of negotiations for another network tv property this fall. Its agency, Needham, Louis & Broby Inc., same city, has been discussing alternate sponsorship of *The Jane Wyman*

Only SPOT RADIO provides the

THESE STANDOUT AIR SALESMEN are typical of hundreds the advertiser employs through Spot Radio. They speak the language of the communities they serve. When live, your sales message reaches listeners with the persuasive warmth of a voice they like, in whose words they believe. When recorded, your message is presented with the implied endorsement of and direct association with a local personality whom listeners regard as a trusted friend.

Elements that make Radio Pay-off

and these major-market stations excel in putting your sales-message across

The advertiser who measures radio by quantity —whether in chunks of time or sheer numbers of commercial "exposures"—just doesn't understand what makes radio move merchandise.

When TV virtually pre-empted big-time network names, those radio stations depending primarily on networks to attract listeners, suddenly saw the listeners disappear during certain hours.

Yet many major-market stations held their listener-ratings, and kept increasing them. Why? Because those stations, through applied audience-research, developed and intensified the elements that give radio its real selling-power—elements only Spot Radio can provide:

1. *Local interest programming,* which serves listeners throughout the station's own area in a personal way no distant program-source can duplicate.

2. *Local selling personalities,* who speak the language of the area they serve, and endow your commercial message with believability that converts ratings into cash-register results.

Over 40 stations in these major markets are represented by John Blair & Company—by far the most important group of markets and stations served by one representative firm.

So when you're thinking about radio, as most advertisers are, think about the type of radio that Sells—Spot Radio. And talk with your John Blair man, who represents stations giving you a full measure of the elements that make radio pay off.

JOHN
BLAIR
& COMPANY

JOHN BLAIR & COMPANY

OFFICES: NEW YORK • CHICAGO • BOSTON • DETROIT • ST. LOUIS
ATLANTA • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE

Exclusive National Representatives for

New York	WABC
Chicago	WLS
Philadelphia	WFIL
Detroit	WXYZ
Boston	WHDH
San Francisco	KGO
Pittsburgh	WWSW
St. Louis	KXOK
Washington	WWDC
Baltimore	WFBR
Dallas-Ft. Worth	KLIF-KFJZ
Minneapolis-St. Paul	WDGY
Providence	WPRO
Seattle	KING
Houston	KTRH
Cincinnati	WCPO
Kansas City	WHB
Miami	WQAM
New Orleans	WDSU
Portland, Ore.	KGW
Louisville	WKLO
Indianapolis	WIBC
Columbus	WBNS
San Antonio	KTSA
Tampa	WFLA
Albany-Schenectady-Troy	WTRY
Memphis	WMC
Phoenix	KOY
Omaha	WOW
Jacksonville	WJAX
Knoxville	WNOX
Wheeling	WWVA
Nashville	WSM
Binghamton	WNBF
Fresno	KFRE
Wichita	KFH
Tulsa	KRMG
Orlando	WDBO
Savannah	WSAV
Wichita Falls-Amarillo	KWFT-KLYN
Bismarck	KFYR

In Houston the turn is to 13

because we show them every day

that our family of stars

in the greatest shows . . . network or local . . .

are a pleasant part of their families

HOUSTON'S BEST BUY
KTRK-TV
CHANNEL
13

THE CHRONICLE STATION, CHANNEL 13
P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES: Geo. P. Hollingbery Co.
500 Fifth Avenue, New York 36, New York

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,818,000 people in the U. S. over 12 years of age during the week June 23-July 5. This is how they spent their time:*

57.6%	(70,743,000)	spent	1,465.8 million hours	WATCHING TELEVISION
57.4%	(70,497,000)	spent	1,036.3 million hours	LISTENING TO RADIO
81.1%	(99,605,000)	spent	406.7 million hours	READING NEWSPAPERS
26.9%	(33,038,000)	spent	142.6 million hours	READING MAGAZINES
24.4%	(29,968,000)	spent	367.1 million hours	WATCHING MOVIES ON TV
39.7%	(48,760,000)	spent	204.0 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

Show, carried past season on NBC-TV Tues., 9-9:30 p.m. Quaker Div. is already set for alternate weeks of NBC-TV film rerun series, *Encore Theatre*, Sat., 10-10:30 p.m. until September after picking up two *George Gobel Show* programs June 1 and 22.

Wash. State Potato Commission announces series of spot commercials on NBC-TV's *Today* program, starting July 25 and running into fall. Agency: H. J. Ryan & Son, Seattle.

SPOT BUSINESS

Falstaff Brewing Corp., St. Louis, will sponsor MCA-TV's half hour adventure series *State Trooper* for second successive year in more than 70 markets for full 52 weeks during 1957. To meet needs of Falstaff and other regional and local sponsors, MCA-TV will begin shooting second series of 39 half hours of *State Trooper* in July. Agency: Dancer-Fitzgerald-Sample, N. Y.

Coca-Cola Bottling Co., Chicago, and **Cities Service Co.,** N. Y., announce purchase of radio coverage of all Northwestern U. football games on WIND Chicago. Agencies: McCann-Erickson, N. Y., for Coca-Cola and Ellington & Co., same city, for Cities Service.

Southern Biscuit Co., N. Y., buying three-week radio spot announcement campaign, effective July 3 in four markets. Agency: Hilton & Riggio, N. Y.

Western Air Lines is sponsoring radio saturation campaign on 41 stations in 12 western cities through BBDO, L. A. New series of musical and dramatic spots produced by Song Ads being used in campaign which will run through July and first half of August.

Biggie Furniture Co., San Francisco, Oakland and Richmond, has signed with KGO-TV San Francisco for over 300 commercial spot announcements monthly.

A&A APPOINTMENTS

Max Factor & Co., Hollywood, appoints Guild, Bascom & Bonfigli Inc., for Sof-Set and Dri-Mist.

General Telephone System, N. Y., appoints Kudner Agency Inc., same city.

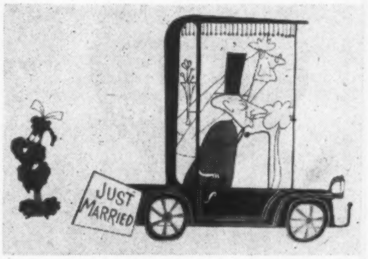
Standard Radio Transcription Services Inc., Chicago, appoints Allen Becker Adv., same city.

French Government Tourist Office, North America appoints Grey Adv., N. Y.

Don Fedderson Productions, Hollywood, appoints David O. Alber Assoc.

Volvo Imports Inc. (Swedish automobile), Detroit, appoints Advertising Agencies Inc., Studio City, Calif.

Lever Bros., N. Y., switches advertising for Breeze detergent from BBDO, N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city, effective next month. SSC&B handles Lifebuoy and Silver Dust for Lever.



WITH Arpege perfume by Lanvin "it could have happened sooner," according to the new 10-second cartoon spot, which Playhouse Pictures, Hollywood, has produced for North Advertising, Chicago agency for Lanvin. The wedding spot is part of a $1.5 million saturation spot campaign North is placing. Playhouse artists involved are Bill Melendez, director; Sterling Sturtevant, layout and design; Dean Spille, background, and Bill Higgins, animator.

coverage
WVNJ
WVNJ
620

If you want radio coverage in New Jersey—we're the boy with the pail.

WVNJ delivers more listeners than any other radio station broadcasting from New Jersey. Almost twice as many as the next 2 stations combined.*

*Source - Hooper - Jan. Feb.

WVNJ delivers this audience for less money than any radio station in either New York or New Jersey. No other metropolitan station comes anywhere near it.

(31c per 1000 homes)

WVNJ is your safest advertising buy because not only does it have superb programming (it plays only Great Albums of Music from sign on to sign off) but it backs that programming with the heaviest promotional schedule of any independent radio station in America.

Check its impressive list of national and local advertisers. There's no better proof of a station's power to produce.

WVNJ

Newark, New Jersey

RADIO STATION OF The Newark News

Represented by:
Broadcast Times Sales
New York OX 7-1696

KHRUSHCHEV, TITO AND TELEVISION

Stanton defends uncensored—albeit controversial—news coverage

CBS is convinced television must bring world figures and events to its audience, President Frank Stanton said last week as several developments strengthened the medium's role in international reporting.

Dr. Stanton examined television's changing news role in a speech to the National Press Club in Washington. Addressing the news group Tuesday, he said:

- Commercialism is necessary to a free press.
- The public must be informed if its judgment is to be correct.
- The Madden resolution to require advance government check of radio-tv questions for Communist interviews would be "abhorrent" to the public. (See Madden story page 62).

President Eisenhower in effect tempered his earlier implied criticism of CBS Khrushchev interview Wednesday by saying the Madden censorship plan would align the United States with nations not permitting freedom of the press.

Dr. Stanton told the Tuesday Press Club luncheon, in answer to a question, that he wished now he had issued a reply to President Eisenhower's news conference observation that the Khrushchev broadcast was a commercial performance.

Besides outlining the ways CBS is developing its news techniques, Dr. Stanton summarized the industry's opposition to pay tv, wired or broadcast. He termed it a form of hi-jacking that would burden those least able to afford the service and doubted if the programming would include costly public service features now provided by the networks.

In his prepared remarks at the news luncheon, Dr. Stanton said he didn't feel there was anything wrong with being commercial in this country, adding, "You can't have a free press if you don't have free, commercial enterprise."

As to the Khrushchev telecast, he said the network feels "duty-bound to bring the most important men and ideas of our times to the American people." He cited Jefferson's statement that the people "may be safely trusted to hear everything true and false and to form a correct judgment between them." He added, "If we do not believe this, there is no hope for a free press. Indeed there will be no use for it, because there will be no free society for it to serve."

Dr. Stanton defended the broadcaster's right to editorialize, noting the need to maintain fairness and balance in the presentation of controversial ideas.

Following is a condensed text of the question-answer session that followed Dr. Stanton's formal talk:

Q: "When newspapers and magazines are made up by members of this club, they could not care less whether their news judgment meets with the approval of the government. Why was CBS so concerned over whether the President approved or disapproved of its presentation of an interview with Khrushchev?"

A: I think I would say exactly the same thing. I am sure that the members of the CBS news staff would endorse this particular statement because certainly that is the attitude of management of CBS.

I don't think that CBS was abnormally concerned. I think it proper that some concern should be shown (for the President's remarks), but if you are convinced of the wisdom of your course of action, that is it.

Last Sunday, four weeks after the Khrushchev interview, we did the Tito interview. Certainly I don't think that that is a demonstation of concern.

Q: Why did not CBS issue an answer to President Eisenhower's press conference remarks regarding the Khrushchev interview on *Face the Nation*?

A: I would like to give a two-part answer to that. First I had some difficulty myself in understanding exactly what the President had said in his news conference. By now I think it has dawned on me what he was saying, and if I had had the vision then that I think I have got now, we would have answered him.

Q: What is your opinion of having President Eisenhower give Russian tv reporters a telecast interview to Russia similar to the Khrushchev interview? Do you think the Soviet government would permit such a telecast to its people?

A: I can't answer the last part. As to the first part, I am all for it. I think that free exchange is a thing that is very much needed, and we offered facilities to the White House in the week between the initial Khrushchev broadcast and the panel discussion the following week for the President or anyone he wanted to designate to be put on film to be sent to Russia. I want to make it perfectly clear that we were not in any way taking the position of negotiating with the Russians about the release of the program, but we wanted to make our facilities available. We believe in the free exchange of information.

Q: Does CBS have any plans to do a Tito type interview in Red China?

A: No, we have no such plans.

Q: Would CBS comply with Rep. Madden's resolution to require that all questions in broadcast interviews with Iron Curtain leaders be screened by Secretary Dulles?

A: Mr. Madden's resolution came to me by way of the press service late last night and I haven't had an opportunity to study it. I think I understand the intent and I think a dark day is outside the door if this comes to pass. I think the concept would be abhorrent to the government. I certainly think it would be abhorrent to the public. I know that we will do everything we can do to make sure it doesn't come to pass. It is just one step from doing it in radio and television to doing it in the press, and I think that it would be a very dark day indeed if we came to this kind of reporting in the free United States.

Q: Aren't you splitting hairs when you draw a distinction between editorial opinion on one hand and analysis on the other?

A: I suppose the answer is that on some occasions yes, but we still feel that it is better to have the objective and to try to hew to the line than to be too concerned about the infrequent merging of the two. It is difficult on occasion, but . . . it is the attitude or the intent as you approach the analysis or approach the job, and I think that the thing is very clear in 99% of the cases.

Q: What would you have said in answer to the President?

A: This would have taken a lot of thinking to have found the right words, and I would prefer not to try to do that as an ad lib statement. . . . I think on the question of the commercial enterprise that you can't have a free press unless you have commercial enterprise. There has to be someone that provides the oil for the lamps of the journalist, and I didn't think that there was anything wrong with being commercial, if you will. . . . I only say I'm sorry I didn't say it because in retrospect it has taken on much more significance than I thought it had when I first read the statement that was made at the news conference.

Q: Would you care to comment on the rumor that CBS and Westinghouse are merging?

A: One of you called me in New York when that story broke in one of the trade papers. . . . I commented at that time that there was nothing to it, there had been no conversations of any kind, and there has been no change since the date of that statement.

Q: Radio and tv fought hard for their right to film and record the Presidential news conferences. Yet rarely are they broadcast in full on the networks. Why?

A: A matter of news judgment.

Q: What is the matter with pay tv?

A: That is a loaded question. Well, there are two kinds of pay tv that have been talked about. One is the kind that would use the free wave lengths that have been specified for broadcasting as we know it in this country today, and then there is another kind of pay tv that is getting more and more attention these days and that is a form of wired pay tv.

On the former, I have some serious questions about it and on the latter I think it is a matter of a competitive form of service. I think that the public would be short changed if we had pay tv.

I am not at all persuaded in my own mind that if we had pay tv on the air today that the public would go for it, but if the public did go for it, I think they would soon discover that they were then only beginning to pay for what they had been getting free up until that time. I have searched the pleadings of the proponents for the kinds of things that they would bring to the public that the public is not now getting, and I think with the occasional heavy-weight fight and new and special movies not yet made, which might be released through this medium, I can't find anything in the schedule that would change from what they are now getting free.

In other words, I think that the promoters would be hijacking the public into paying for what they are now getting, and to show you how simple this would be from an arithmetic or money point of view, if just one-tenth of the families in this country paid 50¢ each, that is one-tenth of the audience that now views Ed Sullivan every Sunday night paid 50¢ each to see the Sullivan show, this would amount to about four to five times as much income for the show and all the things behind the show as the sponsor is now paying to put on that program, so that you would have in effect one-tenth of the regular viewers of Sullivan tipping the scales completely over to the side of pay television, and the people who could best afford to pay would be setting the pace for the other 90% of the audience, and that in effect would begin to siphon off writers and producers, talent over to the side of pay television, and I think it would be only a very short time before most of your big shows that are now coming to the public free would be on the pay tv schedule if it works. If that happens and your networks as you now know them and your free stations as you now know them are converted, you will have a different kind of service in this country.

I don't think it will be any better and I don't think it necessarily will be any worse except for one thing. I don't know who will step into the breach of the coast-to-coast public affairs and news area. Certainly pay television won't. The operation of the CBS news and public affairs department is about a $7 million bill a year. Now that money has to come from some place. I don't think people are going to pay to see Khrushchev and Tito and *Face the Nation* and *Meet the Press* and the other programs that go on in that general area of programming.

I think that they will not pay for them, that there won't be any networks because I don't know who is going to pay the $14 million a year to keep the lines hot, and in that case then I think something will be taken out of the fabric of our set, which I think is very important at this particular time in our history, and the serious sociological problem that I see is that I think you threaten the network structure. You take something out that we have had and have used beneficially. I am not now talking about the advertising side, I am only talking about the news and public affairs side. This, I think, is a serious loss to the public, but from the standpoint of the entertainment shows, they will be roughly the same, I would guess, except that you will have to pay for them, and the average family uses its set about five hours a day.

The promoters of pay television are talking about 50¢ a half-hour or 25¢ a half-hour, 50¢ an hour. This is a big bill to foist on the public when they are now getting it for free. And when you talk about getting more culture. I can't think of a promoter who if he had his choice between putting on Sadlers Wells Ballet and Jane Mansfield or Monroe, is there any doubt in your mind what he is going to do? I don't think you are going to get any more culture than you are getting now.

I think you stand a better chance of getting more through the present system, but I speak as a biased spokesman.

Q. Do you think people would pay to see Khrushchev on television?

A: I already answered that. No, I think you would have a small percentage of people who would pay, but more importantly, I don't know how many stations would even accept the program for airing, because if they had their choice between that and putting on some sporting event or some class B movie or even a class A movie where they could make more money, I think the choice is just as plain as the day we were born. They would go for the high circulation show and you would not have this kind of programming.

Q: What is the future of color tv?

A. I hesitate to speak on that because I had my face on the cover of the *Time* magazine, I think, in 1951 predicting it was just around the corner. I think the future is very bright but I hesitate to put the date on the future. Most of you men in this room have seen color shows. When color is good it adds a lot to a program, but it is no substitute for good writing, good production and good ideas. I think eventually we will have most of our programs in color, but the timing is something that I don't think I would care to predict, but just as sure as we are here, some day you are going to have the majority of your schedule, your live schedule at least, in color, and I think you will get more out of it and more information because in many fields of broadcasting or telecasting you can pass more information with color than you can in black-and-white.

This is particularly true in the field of sports because you have the extra identifying characteristic of color. I don't think it will make a great deal of difference in certain kinds of shows, but I think that eventually the major part of your schedule will be in color.

Evinrude's 'Monitor' Tie-ins Prompt Sales Boom—Culligan

BY COMBINING the impact of network commercials on NBC Radio's *Monitor* with tie-ins sponsored by local retailers on NBC Radio Network affiliate stations, Evinrude dealers in all parts of the country "have substantially increased their sales of outboard motors," Matthew J. Culligan, vice president in charge of the NBC Radio Network, reported Thursday.

Commenting on a dealer survey conducted by the affiliates, Mr. Culligan said: "the unusual success of the Evinrude campaign further emphasizes the potency of the radio medium in boosting sales, especially when there is an energetic merchandising tie-in between the sponsor and the network."

For a 13-week period that started April 12, Evinrude has broadcast five one-minute commercials per week in the fishing roundup segments on *Monitor,* NBC Radio's weekend service. The segments consisted of interviews with fishing experts at lakes and streams in various parts of the country. The company encouraged its local outlets to purchase commercials in adjacent time periods. These local messages described area fishing conditions and told listeners where Evinrude motors were available locally.

Evinrude dealers across the nation expressed their enthusiasm for the advantages of placing their local commercials adjacent to the network's fishing roundup segments. A San Francisco dealer reported "tremendous results from the tie-in announcements." From Richmond, Va., came the statement that "the program was a definite success and considerably boosted sales."

Eight Sponsors Sign New MBS Sales Plan

EIGHT national sponsors have signed time purchase contracts with MBS within the three-week period following release of the network's "Triple Advantage Plan" based on its new, expanded news programming schedule.

Wendell B. Campbell, RKO Teleradio Pictures Inc. vice president in charge of MBS sales, said last week these clients are the Beltone Hearing Aid Co., the Equitable Life Assurance Society of the U. S., Florists Telegraphic Delivery Service, GMC Truck Division of General Motors Inc. [B•T, July 1], Liggett & Myers Tobacco Co., S. C. Johnson & Son, Sleep-Eze Co. and Tee-Pak Inc.

The first two contracts to become effective are those for Tee-Pak and Liggett & Myers. The latter, through Dancer-Fitzgerald-Sample, New York, has ordered a weekend saturation campaign via network chain breaks, news programs and participations in the Friday evening top-rated *Counter Spy* network adventure feature, in behalf of L&M filter tip cigarette products. The campaign got underway Wednesday and extends through Aug. 26 with options for renewals.

L&M purchased network break periods following MBS news programs at 7:30 p.m., Fridays; at 8:30 a.m., 9:30 a.m. and 1:30 p.m., Saturdays and at 5:30, 6:30 and 7:30 p.m., Sundays. In addition, the sponsor obtained the network break periods Monday, Wednesday and Friday following the 11:30 a.m. weekday morning news feature and preceding the network's *Queen For A Day* broadcasts. Weekend programs for L&M will be 4:30 p.m. Saturday and 3:30 and 4:30 p.m. Sunday newscasts.

Tee-Pak, Chicago manufacturer of casings for packaged meats, ordered a 30-spot campaign throughout this month in behalf of national hot dog month. Wilson, Saylon, Ware Inc., Chicago, is the agency.

Also starting last week was a campaign by S. C. Johnson & Son for 40 twenty-second identification spots following newscasts on five consecutive weekends, starting Friday. The product to be advertised is Johnson's new insect repellent, "Off." The Johnson agency on this product is Foote, Cone & Belding, Chicago.

A saturation campaign involving 100 eight-second identification spots each week following newscasts has been ordered by Equitable Life Assurance to start Aug. 31. This campaign is set for an initial six-week run with options for renewals. Equitable's agency is Kenyon & Eckhardt, New York.

Florists Telegraphic Delivery Service, through its agency, Grant Adv., New York, has ordered 20-second network chain break spots following newscasts on a one-week-per-month basis. The campaign starts Monday (July 15).

Beltone Hearing Aid Co., through Olian & Bronner, Chicago, again has placed a long-time order for sponsorship of the Gabriel Heatter newscasts. This one, for 26 weeks with options for renewals, covers the Heatter evening programs (7:30-7:35 p.m., NYT) on Tuesdays starting Sept. 10. Also covering Heatter programming is an order from the Sleep-Eze Co., long-time user of MBS air time, for a new Heatter news feature to be initiated on the network's Sunday schedule this fall. Exact air times and starting date of this program are to be announced. Milton Carlson Co., Los Angeles, is the Sleep-Eze agency.

Mutual's "Triple Advantage Plan" is predicated on its new network pre-clearance structure for the newscasts on the half-hour. These are followed by 20- and eight-second network chain break spots. In addition a flexible arrangement has been patterned to permit the sponsor to purchase month-long as well as seasonal promotional campaigns in behalf of its products.

NBC Radio Net Billings Hit $1.5 Million During Week

NEW orders totaling about $1.5 million in net billings have been placed by 14 advertisers on NBC Radio during the last week, it was announced over the weekend by William K. McDaniel, vice president, NBC Radio Network Sales.

Heading the new business was an order from Grove Labs Inc., St. Louis, through Gardner Adv., St. Louis, for its Bromo Quinine tablets, covering 12 one-minute and 18 thirty-second announcements on *Monitor* and other programs over a 26-week period starting Sept. 30, and for its Fitch hair products, covering 10 five-minute musical segments per weekend on *Monitor* for 20 weeks, starting Sept. 6 [At Deadline, July 1]. Other advertisers buying time on the network were Vicks Chemical Co., Sterling Drug Inc., Ruberoid Co., Pan-American Coffee Bureau, Black & Decker Mfg. Co., General Motors Corp. (trucks), Gillette Safety Razor Co., Rexall Drug Co., Buick Motor Div., American Oil Co., Mutual Benefit Health & Accident Assn. of Omaha, the Evangelical Assn. Inc. and R. J. Reynolds Tobacco Co.

Fisher, Gobel Teamed by NBC-TV For New Show Starting Sept. 24

EDDIE FISHER and George Gobel will be teamed in a new full-hour weekly variety series, with the two stars alternating as host and guest star on each program, to be telecast over NBC-TV Tuesday nights, 8 to 9 p.m. EDT, starting Sept. 24. The new series was announced last week by Manie Sacks, NBC vice president, television network programs.

To be called alternately *The Show of Eddie Fisher* and *The Show of George Gobel,* the program will get underway when the latter program kicks off the series Sept. 24.

Sponsors of *The Show of George Gobel* will be RCA and the Whirlpool Corp. Liggett & Myers Tobacco Co. will sponsor *The Show of Eddie Fisher,* which begins Oct. 1.

The format for the series calls for comedy, variety and music, augmented by guest performers. *The Show of George Gobel* will be a Gomalco Inc. production with Alan Handley as producer-director. Ramrod Productions Inc. will produce *The Show of Eddie Fisher*. Kenyon & Eckhardt is agency for RCA and Whirlpool. McCann-Erickson represents Liggett & Myers.

CBS Fall Sales $3.7 Million Over and Above Ford Order

OUTSIDE of the $5.5 million gross (52-week) order from the Ford Motor Co., CBS Radio already has booked $3.7 million worth of fall business, it was reported last week by John Karol, vice president in charge of network sales.

The orders include purchases by Seeman Bros. through Norman, Craig & Kummel, New York, and Angostura-Wupperman Corp. (aromatic bitters) through Ruthrauff & Ryan, New York, of weekly quarter-hour segments of *Arthur Godfrey Time,* starting in September; Ralston-Purina Co. through Guild, Bascom & Bonfigli, San Francisco, an alternate week schedule of five weekly 7½-minute units of daytime dramas and six 7½-minute segments of the serial units for 13 weeks, starting Sept. 30.

Other signed advertisers for the fall are Best Foods, Aluminum Co. of America and Pharma-Craft Co. for sponsorship of various daytime segments; General Foods Corp., Sarah Lee Kitchens and Armour & Co. for quarter-hour broadcasts of *Arthur Godfrey Time* and Grove Labs and Best Foods for "Impact" segments.

ABC, Television Affiliates Plan L. A. Sessions July 16-19

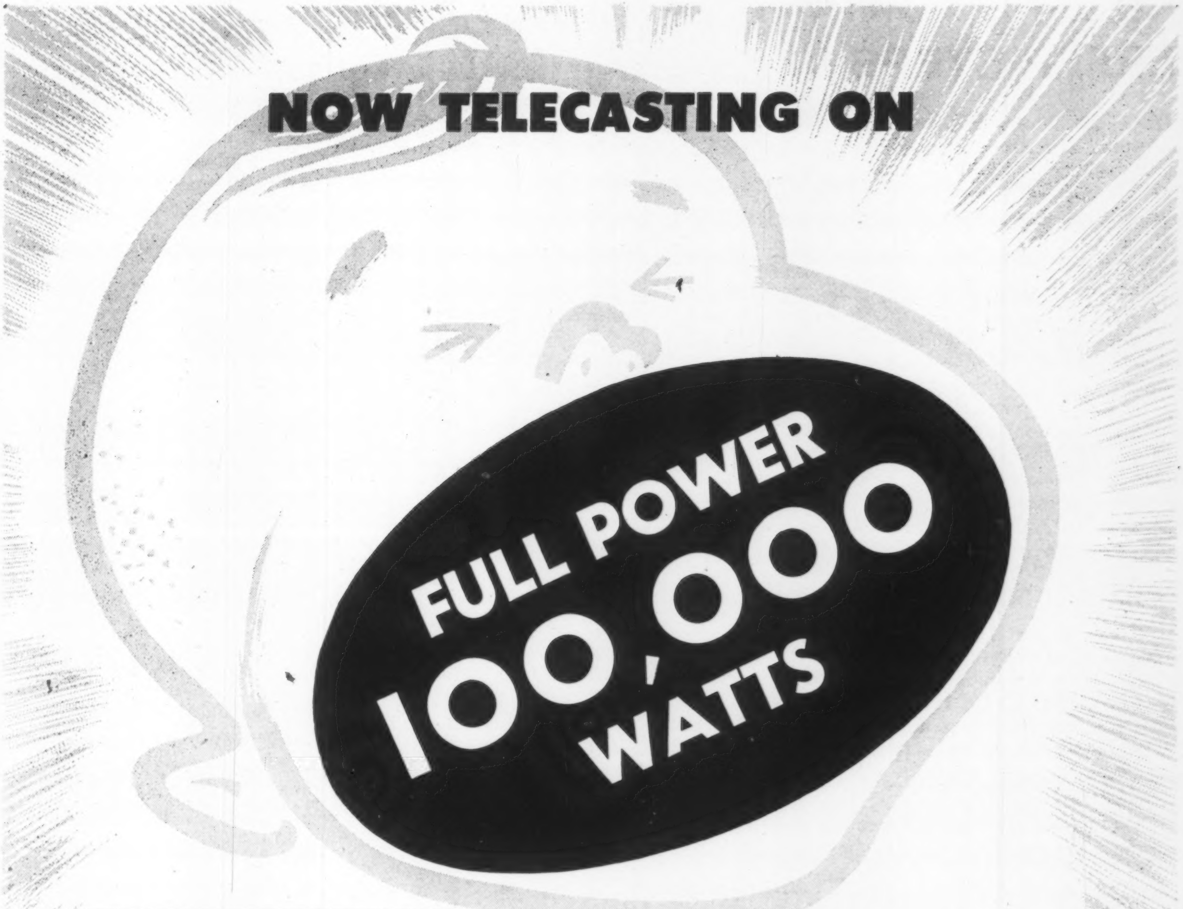
A SERIES of meetings of ABC executives and television affiliates has been set for July 16-19 in Los Angeles.

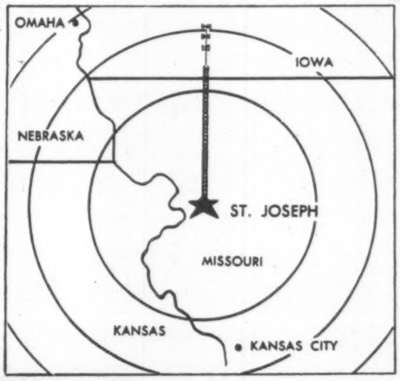
Executives of the network and its owned and operated stations will confer July 16-17 at the Beverly Hills Hotel. The board of governors of the ABC Television Affiliates Assn. will meet July 17 at the Beverly Wilshire Hotel. The affiliates' board and network executives will meet jointly July 18.

The general managers and promotion managers of all ABC-TV affiliates carrying the new Kaiser Industries' *Maverick* program (see story, page 38) have been invited to a July 19 conference at the Warner Bros. studios in Burbank, Calif. Kaiser and Warner Bros. will be hosts.

WHDH-TV Signs For ABC-TV

ABC-TV next November expects to have "live vhf coverage" in the top 20 tv markets. The network made this claim last week in announcing that WHDH-TV Boston will join ABC-TV as a primary affiliate in late fall when WHDH-TV goes on the air (probably in November). Next season ABC-TV anticipates it will have live vhf primary affiliate coverage in the top 25 retail markets, representing more than 25.1 million homes, or 62.3% of U. S. tv homes. WHDH-TV is licensed to WHDH Inc., owned by the *Boston Herald-Traveler.*


NOW TELECASTING ON
FULL POWER
100,000
WATTS


OMAHA
IOWA
NEBRASKA
ST. JOSEPH
MISSOURI
KANSAS
KANSAS CITY

IN ST. JOSEPH, MISSOURI

It's the biggest news for the St. Joseph, Missouri, 37 county area since the Pony Express . . . KFEQ-TV, St. Joseph's only television station, has now completed television's unbeatable combination . . . 100,000 watts maximum power, television's most efficient channel 2, and an 810 foot tower.

Over 888,100 people will *now* receive KFEQ-TV's stronger, clearer picture. This superior picture plus a programming powerhouse that includes three great networks . . . CBS-TV, ABC-TV and NTA Film, popular local shows, top syndicated programs and famous feature films. It all adds up to increased selling power for you in this four state market. See your Blair representative for further details.

CHANNEL 2 — CBS — ABC — NTA

KFEQ-TV 2

ST. JOSEPH, MISSOURI

A KENYON BROWN STATION

Blair Television Associates Rep.

FORD WINS NOMINATION TO FCC, DOERFER STEPS IN AS CHAIRMAN

PRESIDENT Eisenhower last week nominated a former FCC career lawyer to be the seventh member of the FCC, replacing retired FCC Chairman George C. McConnaughey, and at the same time named Comr. John C. Doerfer as the new chairman.

Federick W. Ford is the former chief of the FCC hearing division, who resigned in 1953 to join the Dept. of Justice. He was nominated for a full seven-year term, running to 1964.

In assuming the chairman's role last week, Mr. Doerfer said he proposed to let the free play of competition reign in broadcasting, warning that broadcasters cannot be for free enterprise one day and for government protection the next.

COMMISSIONER-TO-BE IS OLD HAND AT FCC

FREDERICK W. FORD, a career FCC lawyer who carried the ball for the Commission in two notable cases—the G. A. Richards case and the ABC-United Paramount Theatres Inc. merger—was nominated to a commissionership by President Eisenhower last week.

The nomination, submitted to the Senate Tuesday, is expected to be the subject of early hearings before the Senate Commerce Committee. At week's end no date had been set for the 48-year-old native of West Virginia to appear.

Confirmation is expected without trouble, according to Washington sources, since Mr. Ford has the backing of his Congressional delegation and Republican party headquarters.

Mr. Ford, who served in various legal capacities in the FCC from 1947 to 1953, since January has been Assistant Deputy Attorney General, serving under Deputy Attorney General William P. Rogers. He has worked mainly in the field of Congressional liaison. Before that he was first assistant to the Assistant Attorney General in charge of the Office of Legal Counsel, serving under J. Lee Rankin, now Solicitor General of the United States.

Mr. Ford left the Commission in 1953 for the Dept. of Justice. At that time he was chief of the Hearing Division of the Broadcast Bureau, having been the first appointee to that post with the reorganization of the FCC in 1951.

He left several months after FCC General Counsel Benedict P. Cottone had resigned and before Warren E. Baker, the present FCC general counsel, was named to the post. Mr. Baker had been mentioned prominently in recent weeks for the FCC vacancy.

The genial, soft-spoken Mr. Ford—whose name has been submitted for the seven-year term beginning July 1, succeeding Mr. McConnaughey now in private practice—was born in 1909 in Bluefield, W. Va., the son of George M. Ford, state superintendent of schools. He received an A.B. degree from W. Virginia U. in 1931, and an LL.B. degree in 1934. After serving for five years as a junior partner in the Clarksburg, W. Va., law firm of Stathers & Crantrall, he joined the Federal Security Administration in Washington in 1939 in the office of the general counsel, specializing in old age and survivor's insurance work. In February 1942 Mr. Ford joined the Office of Price Administration, engaging in legal work in connection with suspension proceedings. In September of that year he joined the U. S. Army Air Corps, serving in the Air Force Training Command as chief of enlisted personnel in Montgomery, Ala., and Fort Worth, Tex. He was demobilized in 1946 as a major, returning to OPA.

NO TIME LIMIT

CHAIRMAN Doerfer's commission as chairman has no tenure. The order, a simple scroll, reads:

"Order pursuant to the provisions of the Communications Act of 1934, I hereby designate John C. Doerfer as chairman of the Federal Communications Commission.

s/ Dwight D. Eisenhower"

Mr. Ford's FCC career began as an attorney in the review section of the General Counsel's office. He noted last week that during this period, the Commission was not reversed even once by the courts. In 1950 he was assigned to be Commission counsel in the Richards case. This involved FCC charges that Mr. Richards' licenses should be revoked because of his broadcasting of allegedly biased news. The proceedings took three years and were terminated when Mr. Richards died in 1951.

Mr. Ford was named first chief of the Hearing Division of the newly formed Broadcast Bureau in 1951. In 1952 he became responsible for representing the Bureau in the 18-month ABC-UPT merger proceeding. That case is considered an historic milestone in FCC policy history in the sense that the Commission held, as a matter of policy, that prior antitrust violations do not automatically bar an applicant from broadcast licenses.

Mr. Ford lives with his wife, the former Virginia Lee Carter, and 12-year-old daughter, Mary Carter, in a remodeled Colonial house in the old port section of Alexandria, Va. Mr. Ford's single, consuming hobby is restoring this house to its 18th Century appearance. This interest in colonial architecture and history includes membership in the Alexandria Assn. (an historical society), of which he was president for three years, and the Alexandria Old Town Civic Assn. He also is an active member of the Alexandria Little Theatre and is a vestryman of Christ Church, Alexandria.

He is a member of Sigma Chi social fraternity; Phi Delta Phi, legal fraternity, and Scabbard & Blade (ROTC honor society). He was a member of the editorial staff of the *Law Reivew* at law school. He is a member of the American Law Institute,

THE NEW CHAIRMAN ►

John C. Doerfer. Born: Nov. 30, 1904, in Milwaukee, Wis. Educated: U. of Wisconsin, 1928; Marquette U. Law School, 1934. Business: accountant; law practice in West Allis, Wis.; city attorney, West Allis, 1940-49; chairman, Wisconsin Public Service Commission, 1949-53; FCC since 1953. Salary as chairman: $20,500.

◄ THE NEW COMMISSIONER

Frederick W. Ford. Born: Sept. 17, 1909, in Bluefield, W. Va. Educated: West Virginia U., 1931; West Virginia U. Law School, 1934. Business: Stathers & Crantrall, Clarksburg, W. Va., 1934-39; Federal Security Agency, 1939-42; Office of Price Administration, 1942 and 1946-47. U. S. Army Air Corps, 1942-46; FCC 1947-53; Dept. of Justice, 1953-57. Salary as Commissioner: $20,000.

include WJAC-TV

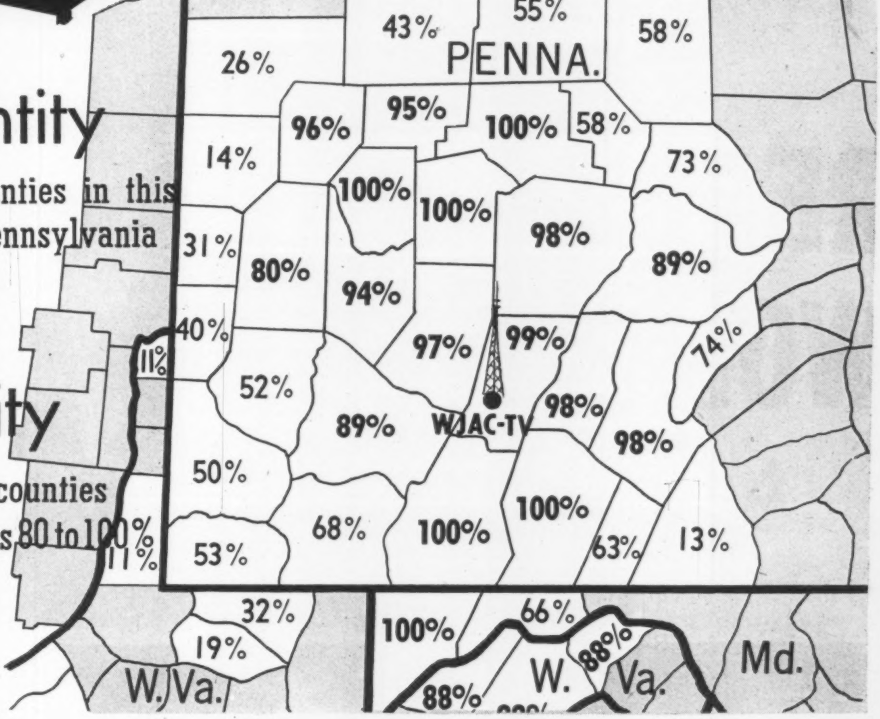
if you want a schedule with a top "Hi-Q"

Hi-Quantity

with 41 key counties in this Southwestern Pennsylvania Marketing Area

Hi-Quality

in 20 of these 41 counties WJAC-TV reaches 80 to 100% of TV homes


PENNA.
43%
55%
58%
26%
96%
95%
100%
58%
14%
73%
100%
100%
98%
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80%
94%
89%
40%
11%
97%
99%
74%
52%
89%
WJAC-TV
98%
98%
50%
100%
11%
53%
68%
100%
63%
13%
32%
100%
66%
19%
88%
W. Va.
88%
W. Va.
Md.

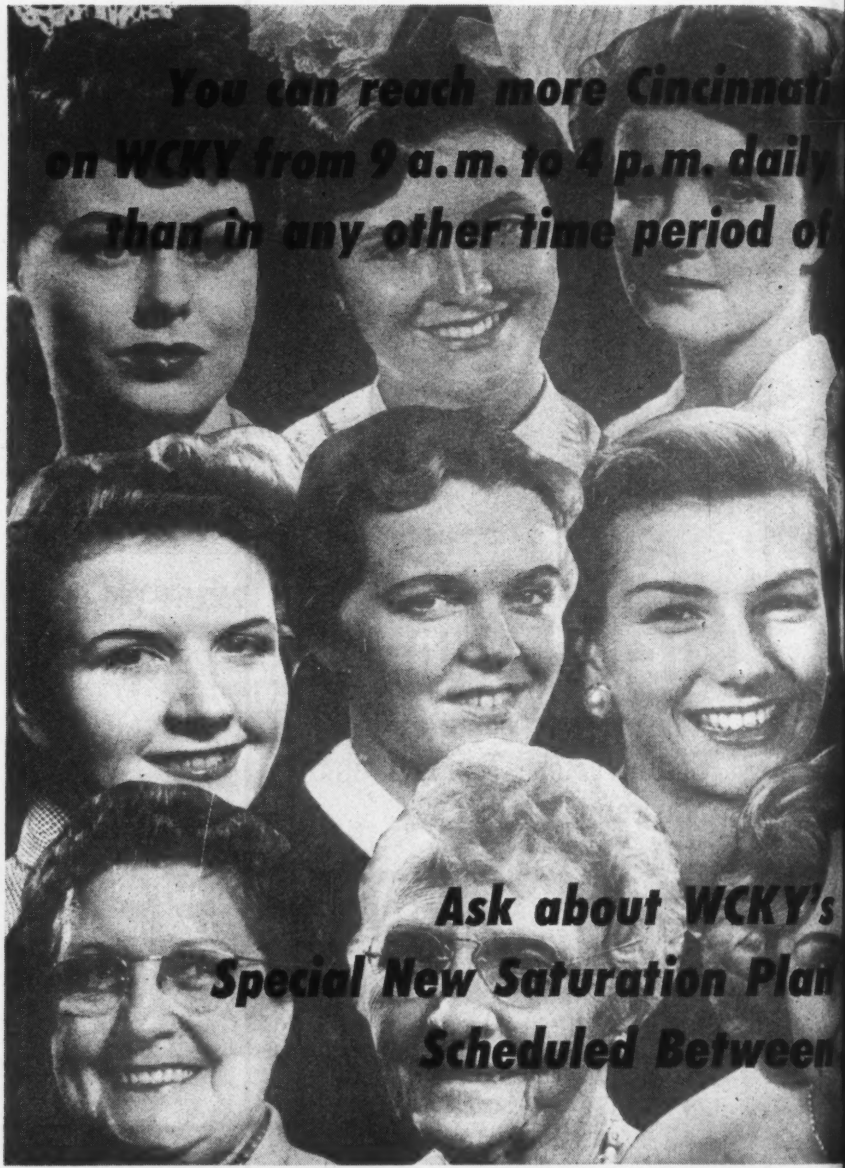
The one key to Pennsylvania's 3rd TV Market

OVER A MILLION TV HOMES . . . and WJAC-TV is the one station that can deliver maximum coverage of this vital marketing area. WJAC-TV reaches into 63% of these TV homes . . . and holds viewer preference with outstanding programming. Latest ARB study in the Johnstown-Altoona area alone shows WJAC-TV with 24 out of the 25 top night-time shows. If you have something to sell, in Southwestern Pennsylvania . . . showcase it on WJAC-TV . . . the station with that remarkable Hi-Q!

call your KATZ man for full information about

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

DO YOU WANT TO REACH WOMEN?



You can reach more Cincinnati
on WCKY from 9 a.m. to 4 p.m. daily
than in any other time period of

Ask about WCKY's
Special New Saturation Plan
Scheduled Between

WCK

***And at a lower cost per thousand Women listeners!**

Women listeners
(Mar.-Apr. pulse)
the day*
of Spots
9 a.m. and 4 p.m.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

On the Air everywhere 24 hours a day
seven days a week

ONLY WCKY GIVES YOU ALL 4

★ Largest Audience ★ Lowest Cost per Thousand
★ Lowest Rates ★ 50,000 watts of SALES POWER

Y

CINCINNATI, OHIO

THE *L.B. Wilson* STATION

L.B. Wilson
INCORPORATED
WCKY
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NEW YORK	CINCINNATI	CHICAGO	SAN FRANCISCO	LOS ANGELES
Tom Welstead Eastern Sales Mgr. 53 E. 51st St. Phone: Eldorado 5-1127	C. H. "Top" Topmiller WCKY Cincinnati Phone: Cherry 1-6565	A M Radio Sales Jerry Glynn 400 N. Michigan Ave. Phone: Mohawk 4-6555	A M Radio Sales Ken Carey 950 California St. Phone: Garfield 1-0716	A M Radio Sales Bob Block 5939 Sunset Blvd. Phone: Hollyw'd 5-0695

WCKY is your best buy!

Winner takes (almost) all...

21 of the 24 top Pulse Rated radio shows in Los Angeles are heard on KNX.* That's another reason why Southern California's #1 radio station is the CBS 50,000 watt

KNX, LOS ANGELES

REPRESENTED BY CBS RADIO SPOT SALES

* Pulse: March-April, 1957

KNX
CBS
RADIO
LOS ANGELES

the West Virginia Bar, the Federal Bar Assn. and the American Bar Assn.

Mr. Ford was most active in Republican politics in his West Virginia days when he served as president of the Harrison County Young Republican Club and on the executive committee of the Harrison County Repubican Club.

NEW CHAIRMAN STRESSES FCC's ROLE AS REFEREE

JOHN C. DOERFER, an FCC commissioner since 1953—and the first appointed by President Eisenhower—took over as the eighth chairman of the Federal Communications Commission last Monday and reiterated his determination to keep the FCC out of the economics of broadcasting.

"The FCC was set up to insure that radio and tv stations don't interfere with each other," Mr. Doerfer stated last week. "The government should not put its heavy finger on the scale of economic forces to save a broadcasting facility."

Mr. Doerfer is credited with being the author of the Commission's March report in the Cleveland, Tenn., case. This held that the FCC does not have the authority to weigh economic factors in determining whether or not to grant a broadcast application [B•T, March 25].

It is this attitude, also, which is understood to be the basis for Mr. Doerfer's opposition to deintermixture. It is the Wisconsin Republican's position that the Commission's deintermixture moves are based on protection to uhf statons. This is wrong, Mr. Doerfer feels—although he quickly added that he doesn't think any actions will be reversed just because he is chairman. "I have only one vote just the same as any other commissioner," he explained.

The FCC earlier this year moved to delete the single vhf channel in Peoria and Springfield, Ill.; Evansville, Ind., and Fresno, Calif. It also proposed to delete the two vhf channels in the Albany-Schenectady-Troy, N. Y., area, but two weeks ago it proposed further rule-making to place an additional vhf in the area to make it predominantly vhf.

Mr. Doerfer has maintained that the removal of vhf channels will result in the loss of tv service to people outside the main community. This is because, he has declared, uhf does not extend coverage as far as vhf does.

Mr. Doerfer expressed the hope that the courts would "speedily" determine the legality of the deintermixture moves.

There will be no startling innovations under his chairmanship, Mr. Doerfer declared. He expressed the desire to carry out the "intent" of the Communications Act, and to let the "forces of competition" rule.

"It is free competition that has made this country great," he said. "Free enterprise and freedom of speech have given the American people the highest standard of living and made them the best informed in the world."

The new chairman sounded one note of warning: "You can't be for free enterprise one day and pine for government controls the next. Free enterprise is a 24-hour-per-day job. My feeling is that there should be as little regulation as possible and to let the genius of the American businessman come to the fore."

KUDOS FOR EX-CHAIRMAN

FORMER FCC Chairman George C. McConnaughey, who retired June 30 from government service, was on the receiving end of commendations last week by Congressional well-wishers. Fellow-Ohioans, Sen. John O. Bricker (R) and Rep. Clarence Brown (R) lauded their fellow-Buckeye; Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, expressed best wishes.

As to Congress and its mounting interest in broadcasting and the FCC, Mr. Doerfer said:

"We owe proper deference to congressmen and the committees of Congress, but we owe a greater allegiance to the law and to the whole of Congress. If there are questions regarding what we have or have not done, let Congress change the law."

Mr. Doerfer was reluctant to discuss the NBC-Westinghouse exchange of stations case—which is the subject of an antitrust suit by the government against RCA-NBC.

"The courts will decide whether this is monopolistic or not," he said. "It's a difficult matter; broadcasting is not the same as a commodity; the circumstances vary from case to case." It was Mr. Doerfer who wrote a forceful justification for the Commission's approval of the station swap, insisting among other things that the Commission's action did not bar the Justice Department from acting if it felt an antitrust violation was involved.

Chairman Doerfer's staff will consist of those who worked with him as a commissioner plus the addition of an administrative assistant, not yet chosen.

The chairman's office will comprise the following: Evelyn F. Eppley, legal assistant; James B. McElroy, engineering assistant; Patricia C. Siemien, confidential assistant; Mary L. Moose and Mattie P. Henderson, secretaries.

Appropriations Bill Signed Giving FCC $8.3 Million

THE PRESIDENT last Saturday signed into public law the Independent Offices Appropriation Bill containing FCC and Federal Trade Commission funds for the forthcoming fiscal year which are slightly more than those approved last year, but less than what the Administration wanted.

The FCC got $8,300,000 instead of the $8,950,000 requested. The Commission also will, for the first time, have to spend $455,000 of its total appropriation on a new employee retirement fund. Besides, it is obliged to finance the special network study authorized last year with this year's monies.

The Trade Commission got $5,950,000 for fiscal 1958 instead of a requested $6,250,000.

Rice CHEX
Pepsi-Cola
INSTANT FELS NAPTHA
Blue Bonnet
VANITY FAIR
Spry
Nylon Stocking Offer on Back
Instant Swing
OLD MANSE SYRUP
Franco-American
Beech-Nut Gum
Hit Parade
Heinz 57 Campside Beans
Paquins
JELL-O New INSTANT PUDDING
ARRID
Pepsodent
Instant POSTUM
Gerber
Bayer
Listerine

Top-drawer advertisers buy WGN-radio in Chicago

You're in good company when you join the nation's smartest time-buyers who confidently select WGN to sell millions of dollars worth of goods for top-drawer clients.

1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

meet
Sam

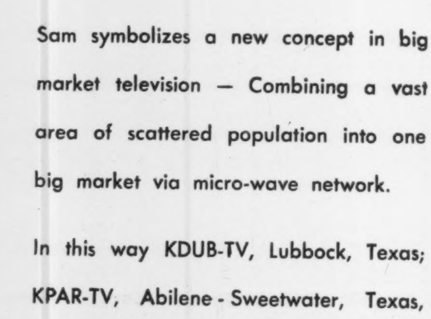
BIG! even for TEXAS!
CBS TELEVISION

prolific even for television

Sam symbolizes a new concept in big market television — Combining a vast area of scattered population into one big market via micro-wave network.

In this way KDUB-TV, Lubbock, Texas; KPAR-TV, Abilene-Sweetwater, Texas, and KEDY-TV, Big Spring, Texas, all telecast a simultaneous picture to 270,000 sets. The advertiser may select an individual station or an economical combination since all stations have complete production facilities.

ASK YOUR BRANHAM MAN



President and Gen. Mgr. W. D. "Dub" Rogers
Nat'l. Sales Mgr. E. A. "Buzz" Hassett

FCC, RADIO-TV DRAW HILL INTEREST

- **Moulder charts probe of FCC as Harris criticizes agency**
- **Potshots rap coverage on Khrushchev-Tito, civil rights**

RADIO, television and the FCC were prominently featured in activities on Capitol Hill last week as Congress stepped up its actions with adjournment near. Among the developments:

- Rep. Morgan Moulder told B•T the areas his subcommittee plans to look into in its investigation of the FCC—which will be first on the list (this page).
- Sen. Hennings' "clean elections bill," which provides broadcasters relief from demands of "splinter" candidates for equal time, was approved by the Senate Rules Committee (page 60).
- Sen. Jackson introduced his promised "leak" legislation, plus a bill making it a crime to try to influence commissioners (page 60).
- Rep. Harris expressed "amazement" at the FCC's toll tv stand (page 61).
- Congressmen took CBS to task for presenting Communist leaders on U. S. radio and television. Rep. Madden proposed a resolution to require State Dept. pre-screening of interview questions (page 62).
- Sen. Russell accused radio-tv of a campaign of deception in reporting civil rights legislation (page 61).

REP. MOULDER OUTLINES FCC INQUIRY HIGH SPOTS

THE FCC and its commissioners, blasted in recent weeks by members and committees of Congress and on the frying pan generally for over two years, can brace for a "complete and thorough" investigation to start almost immediately, with hearings targeted for October.

Rep. Morgan M. Moulder, chairman of a House Subcommittee (of the Commerce Committee) on Legislative Oversight, said last week that the FCC would definitely be the first order of business for his group (which will investigate all government regulatory agencies), with an active organization working "within three weeks." He emphasized that the FCC will be first "not because we are singling it out, but because we have to start somewhere."

Work of the subcommittee promises to make national headlines, observers who are close to the committee feel. Some of the FCC activities which the subcommittee definitely will look into, Rep. Moulder indicated, are:

- The grant of ch. 5 in Boston to WHDH-Herald-Traveler "very thoroughly." This case is "certainly one that we will look into," he said.
- Leaks of information about how the Commission has voted in contested cases. (The FCC feels that it has solved this problem by announcing staff instructions immediately after a vote is taken).
- Swap of the NBC stations in Cleveland for Westinghouse radio-tv stations in Philadelphia (presently the subject of a government antitrust suit).
- Discrimination in the grant of scarce facilities.
- Practicability of laws protecting locally-owned tv stations from "coercion" in negotiating new contracts with networks.
- Possible use of political influence, or political friendships, to gain favorable action.
- The long-standing bid of daytime stations to gain longer and more definite broadcast hours.
- Rules of the FCC, which in effect, grant "monopolies" to manufacturers of specified broadcast equipment.
- FCC plans regarding the authorization of pay tv (Rep. Moulder feels that under present laws the FCC does not have the authority to authorize even a test for pay tv).
- Protection granted to clear channel stations at, Rep. Moulder feels, "the expense of local outlets."
- Independence and bi-partisanship of the Commission.
- Relationships of the Commissioners with members of the industry.

Undoubtedly many other FCC policies, actions and lack of action will come to the attention of the committee during its investigation and the subsequent hearing. The investigators are expected to consider these matters as they arise.

Rep. Moulder expressed concern over the FCC's "alleged" failure to thoroughly investigate charges of political and financial influence brought to bear in the Boston case. He feels it is the function of the FCC to carry out "behind the scenes" investigations of such matters.

The Congressman hinted at one reason why the FCC is number one on the committee's list when he stated: "Radio and television have far more impact and influence over the American public's way of thinking, opinions and life than the movies ever had. They are very important to our country in shaping public opinion."

The committee has received far more complaints concerning the FCC than any of the other agencies it plans to investigate. "There seems to be more public interest in the complaints that we have received regarding the FCC than those involving other agencies," Congressman Moulder admitted.

Among the Congressmen who have called on the Oversight Subcommittee to investigate the FCC are Rep. John D. Dingell (D-Mich.), an outspoken critic of the Commission and several of its members [B•T, June 3], Rep. Henry S. Reuss (D-Wis.) and Rep. William Bray (R-Ind.) [B•T, June 10], Rep. Emanuel Celler (D-N. Y.) [B•T, June 24] and Rep. Harris. Rep. Dingell said he has a "stack of files" to turn over to Mr. Moulder, which the committee has not received, as yet.

The committee already has secured from the FCC and other agencies complete sets of laws, rules, regulations and policies governing their functions.

Rep. Moulder admitted that he is a stranger to the communications industry. "I'm not very well informed yet, but we [committee members] are going to be," he said. He plans to write letters to other members of Congress, networks, stations and all attorneys practicing before the FCC for suggestions, complaints, praise and/or any help they can offer the committee. He also is seeking suggestions from other interested parties.

"Politics? None whatsoever, absolutely not," Rep. Moulder emphasized in stating his subcommittee is definitely not a "political voyage." He indicated there is a strong possibility the Subcommittee on Legislative Oversight eventually will become a standing committee of the House if the present venture is successful.

Rep. Moulder's subcommittee was established last March at the suggestion of House Speaker Sam Rayburn (D-Tex.), former chairman of the parent Commerce Committee. The Speaker requested an investigation of all government regulatory agencies to determine "whether or not the law as we intended it is being carried out or whether a great many of these laws are being repealed or revamped by those who administer them."

Rep. Oren Harris (D-Ark.), chairman of the parent committee, appointed the subcommittee members last March and the House voted $250,000 for the investigation in April. In addition to Chairman Moulder, other members of the subcommittee are Democrats John Bell Williams (Miss.), Peter F. Mack Jr. (Ill.), John J. Flynt Jr. (Ga.) and John E. Moss (Calif.); Republicans Joseph P. O'Hara (Minn.), Robert Hale (Me.), John W. Heselton (Mass.) and John B. Bennett (Mich.). In addition, Rep. Harris and Charles A. Wolverton (R-N. J.) are ex-officio members with voting privileges.

Members of the subcommittee staff who already have been selected are Baron J. Shacklette, chief investigator and formerly compliance enforcement chief for the now-defunct War Assets Administration; Herman Beasley, now with the parent Commerce Committee, staff coordinator; Henry St. John Fitzgerald, assistant U. S. District Attorney for Virginia; Mary Louise Ramsey, legal analyst for the Library of Congress and considered an expert in the drafting of legislation; Joseph T. Colon Jr., recent Harvard graduate, and Helen Kayser, clerical assistant to the subcommittee.

Announced earlier was the appointment

BACKGROUND ON MOULDER

FIFTY-THREE-year-old Rep. Moulder is serving his fifth term in Congress as representative of Missouri's 11th district. He is from the rural area of Camdenton, Mo., attended Missouri U. and holds an LL.B. degree from Cumberland U., Lebanon, Tenn. He served four terms as prosecuting attorney for Camden (Co.) Missouri and 3½ years as special assistant to the U. S. District Attorney for Missouri's western district. When elected to Congress, he was a circuit court judge for Missouri's 18th judicial district.

REP. MOULDER

Perhaps Rep. Moulder is best known for his work on Rep. Francis Walter's (D-Pa.) House Un-American Activities Committee. In legislative endeavors, the Missouri congressman favors the natural gas bill now under consideration by the Commerce Committee; "vigorously opposes" foreign aid; has introduced veterans security bills during the past three sessions of Congress; introduced a bill to lower social security age for women to 60; favors coverage of House hearings by radio-tv.

However, as head of the first Congressional committee to investigate the FCC since 1943, all of his past accomplishments in Congress are likely to be overshadowed.

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of Dr. Walter M. W. Splawn, former Interstate Commerce Commission chairman and at one time president of Texas U., as chief consultant. Rep. Moulder said that he hoped to appoint a chief counsel this week and also still to be hired are three lawyers, three investigators and an engineer. Offices have been established at 4 Independence Ave., Washington.

One of the first reactions of Mr. Shacklette was: "Will we ever get to the bottom of the complaints [regarding the FCC]?" He said that in fairness to the agency under investigation, his job would be easier without so many complaints, which makes it hard to be objective. Also a newcomer to the radio-tv business, Mr. Shacklette feels that if all the complaints are thoroughly investigated, the subcommittee will run out of time and money.

The last Congressional investigation of the FCC, in 1953, was headed by when Rep. Eugene Cox (D-Ga.), who later resigned and was replaced by Rep. Clarence F. Lea (R-Calif.). James L. Fly, chairman of the Commission at that time, charged the investigation was the work of the "radio monopoly and Wall Street interests."

LIBEL, EQUAL TIME RELIEF APPROVED BY SENATE UNIT

RELIEF for broadcasters from the equal time and libel responsibility requirements of Sec. 315 of the Communications Act is provided in an elections bill approved last week by a 7-2 vote of the Senate Rules Committee.

The bill, approved by the committee but not scheduled to be reported out to the Senate for two weeks, frees networks and stations from demands for time by splinter or minority candidates for President and Vice President. To be eligible for equal time, candidates or their parties must have received a minimum number of votes in the last general election.

[As the bill is an amendment of Sen. Thomas C. Hennings (D-Mo.) "clean elections bill" (S 2150) and incorporates several features of other similar bills, the minimum number of votes required for equal time was not announced. However, Sen. Hennings' bill required that, for a candidate to be eligible for equal time, he must (1) be the nominee of a political party which received at least 4% of the popular vote in the last election; (2) be supported by petitions signed by at least 1% of the total popular votes cast in the preceding Presidential election, or 200,000, whichever is smaller; (3) be an incumbent of any elective federal or statewide office; (4) be a former nominee for President or Vice President at any prior convention of his party].

[The amended bill is reported to follow these same requirements for a Presidential candidate to meet the equal time requirement.]

The bill also would amend Sec. 315 by granting immunity to the broadcaster from either civil or criminal action resulting from a defamatory statement made by a legally-qualified candidate during a political broadcast. The immunity, however, ceases if the broadcaster, his agent or employe participates in the broadcast "willfully, knowingly and with intent to defame."

An overall increase in the amount of money a party or candidate for federal office may spend in an election is included in the bill and it would provide a closer check on funds collected and spent. The bill would:

(1) Permit national committees to spend approximately $12 million a year (present maximum is $3 million) under a formula based on 20 cents a vote multiplied by the number of votes cast in the last Presidential election.

(2) Permit candidates for senator or representative-at-large to spend $50,000, or an amount equal to 20 cents a vote for all votes cast for that particular office in the preceding general election, plus 10 cents a vote for all votes in excess of 1 million. The present ceiling for senators and representatives-at-large is $25,000.

(3) Permits candidates for the House, now limited to $5,000, to spend $12,500 or an amount based on the same formula for senators.

The ceilings would be revised regularly on the basis of total votes at succeeding elections. Public disclosure of all campaign contributions and expenditures in races for federal offices would be required. The Comptroller General would be responsibile for screening campaign financial reports and reporting law violations.

Sen. Hennings, chairman of the Rules Committee, said that he was not entirely pleased with the bill. "In my view, it is too weak in several respects," he said, without elaborating. However, the chairman had requested an overall limit of a $10,000 contribution from a single individual. Instead, the provision adopted is the same as existing law—a $5,000 contribution to any one candidate or committee, but no limit on the number to which such contribution might be made. The bill also provides a credit for income tax purposes up to one half of the amount contributed.

The bill's author said that if civil rights legislation, scheduled to be considered this week by the Senate, prevents action on the election bill during this session of Congress, he will press for early action next January.

The senator said that the committee approved the measure, despite differences within the group over some provisions, as the best measure that could presently be drafted. He said it would go a long way toward eliminating the "evils" in the present "archaic" election law. Primary elections—as well as general elections—are covered by provisions of the bill.

Sen. Hennings did not give a breakdown of how the individual committee members voted on the bill, but Sen. Carl T. Curtis has been active in legislation to curb the campaign activity of labor unions—a subject not covered by the amended legislation. The other dissenter reportedly was Democrat Sen. Herman Talmadge (Ga.).

Other members of the committee are Democrats Carl Hayden (Ariz.), Theodore Green (R. I.), Mike Mansfield (Mont.) and Republicans John Sherman Cooper (Ky.), Jacob Javits (N. Y.) and Clifford P. Case (N. J.), a replacement for the late Sen. Joseph McCarthy of Wisconsin.

BILLS BY JACKSON HIT AT LEAKS, INFLUENCE

TWO bills were introduced in the Senate last week—both affecting the FCC—by Sen. Henry M. Jackson (D-Wash.) as a direct result of a subcommittee investigation of leaks in federal regulatory agencies.

The first bill (S 2461) would make unauthorized disclosure of how members of federal agencies have voted, or are planning to vote, or recommendations made by staff members a crime. Under the second bill (S 2462), attempts to "influence any adjudication" without notifying all parties involved in the case also would be made a crime. Penalty for violation of either would be up to a year in jail and a $500 fine.

SEN. JACKSON

Sen. Jackson is chairman of the Senate Subcommittee on Investigations which investigated the leak of a Civil Aeronautics Board grant of airline service from New York to Miami. In addition to the FCC and CAB, the bills also would apply to the Federal Trade Commission, Interstate Commerce Commission, Securities & Exchange Commission and Federal Power Commission.

The heads of all these agencies testified before Sen. Jackson's group and none of them expressed an objection to the legislation [B•T, June 10]. All of the agencies have administrative rules prohibiting the advance disclosure of information or decisons, but only the FTC provides a criminal penalty for disclosure of "leaks."

"I feel very strongly that the rules and regulations in these various agencies are not adequate," Sen. Jackson said in introducing the two bills. He said that although the agencies have rules which attempt to prohibit an individual from attempting to influence decisions in adjudicatory matters, "there are no criminal penalties protecting the commissioners from [these] attempts."

Sen. Jackson said that "in the exercise of their judicial functions, the members of these regulatory agencies are entitled to the same immunity which, by long established custom and tradition, is given to the judiciary. This immunity will provide a better climate for these officers in reaching fair and just decisions.

"The second bill I am introducing merely prohibits anyone, with intent to influence any adjudication, from making any oral or written presentation on any question of law or fact to any member, officer or employe, without giving notice to all interested parties. The bill in no way curtails any interested party from presenting his views to the commission and to the board, providing that all parties are first advised. It is only fair and just because it relieves the commissioners from undue influence."

After the hearings on the CAB leak closed early last month, Sen. Jackson promised to propose the legislation he introduced last week. All of the agencies involved reportedly helped in drafting the bills. The senator's committee expects them to reach the Senate floor before the present session of Congress adjourns (sometime in August) with little opposition anticipated.

Co-sponsor of the bill regarding leaks was Sen. John L. McClellan (D-Ark.) and Sen. Lyle Yarborough (D-Tex.) joined the two in sponsoring the second bill. They were referred to the Committee on Judiciary.

RUSSELL CHARGES RADIO-TV, PRESS WITH BIASED REPORTS

SEN. RICHARD B. RUSSELL (D-Ga.) last Wednesday accused radio, television and newspapers of "abuse of the constitutional guarantee of freedom of the press" through a "campaign of deception" about the real effects of pending civil rights legislation.

The Senate's second-ranking member in length of service charged the true purpose of the bill has been clouded under a "smoke screen" of "propaganda." "The press, the radio and television consistently parroted this propaganda line [that the bill is designed to insure Negro voting rights]," he charged.

REP. HARRIS 'AMAZED' AT FCC TOLL TV STAND

AN "amazed" House Commerce Committee chairman last week asked the FCC what it meant by stating that it has decided it has authority to authorize pay tv without a formal opinion.

In July 1 letter to FCC Chairman John C. Doerfer, Rep. Oren Harris (D-Ark.), chairman of the powerful House Commerce Committee, virtually told the FCC not to do anything further on toll tv until it has set down once and for all its powers to appprove such a service under the broadcasting provisions of the Communications Act.

Coincidentally, International Telemeter Corp. told the FCC last week—in the first response to the Commission's May 23 further notice questions—that it is starting a wired toll tv service and is actively seeking franchises (see story, page 80). It also claimed that tests are not required; that the Commission should immediately authorize pay tv on broadcast frequencies so that the public can decide.

Deadline for comments on the FCC's questions regarding proposed authority to conduct tests of the various systems of pay tv is today (Monday). July 22 is the deadline for replies.

Last week the FCC again turned down requests for extensions of the July 8 deadline. It denied petitions by WMAL-TV Washington and by KTRV-TV Little Rock.

The target of Rep. Harris' letter last week was that part of recently-departed Chairman McConnaughey's June 18 reply to an earlier inquiry by Mr. Harris which stated that the Commission has decided on the basis of material submitted that it has legal power to authorize pay tv. But, the letter continued, there was no formal opinion and the FCC had not prepared a legal conclusion in writing.

Referring to this paragraph, and that included in the May 23 Notice of Further Rule Making, Mr. Harris said it seems to him a "shocking disregard of the rights of interested parties and the rights of the general public as well."

He said it seems to violate the Administrative Procedure Act.

It is understood that the FCC does have a staff legal memorandum on the legal aspects of this situation, but felt it was not necessary to issue it since the hearing is not yet concluded.

ITC, in its pleading in answer to the FCC's May notice, held that the Commission should forthwith approve broadcast toll tv. "In the final analysis, it said, "there is only one true test as to public acceptability of a new product or service—the test of the market place."

On the basis of its present plans, ITC said, it estimates it can provide a total wired service at a cost of $100 per home. This will include a three-channel service, it noted. Where communities already are served by community tv services, ITC said, it has developed a pay-as-you-see attachment which can be installed at a cost of $50 per home.

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CBS-TV UNDER FIRE FOR RED INTERVIEWS

- **Madden proposes screening**
- **Ike, broadcasters say 'no'**

CONGRESSIONAL criticism was the order of the day for CBS and Edward R. Murrow last week as Rep. Ray J. Madden (D-Ind.) introduced a resolution in the House stating that in the sense of the House "no radio or television broadcast should be permitted . . . if such broadcast consists of an interview with any official of the Union of Soviet Socialist Republics or any other Communist or Communist-dominated government, unless, prior to such broadcast, the questions to be propounded to such official representatives have been submitted to, and approved by, the Secretary of State."

The resolution, which was referred to the Committee on Interstate & Foreign Commerce, was accompanied by a speech in which Rep. Madden denounced the CBS interviews of Russian Communist Boss Khrushchev and Yugoslavian Communist Boss Tito [B•T, July 1] as "a well prepared effort to mislead the people of the world concerning the real truth of the Communist menace." Khrushchev appeared over CBS-TV's *Face the Nation* June 2, while Tito was interviewed by Edward R. Murrow on *See It Now* June 30.

Other Congressmen took the opportunity of the Madden resolution to hit at CBS and Mr. Murrow. Rep. Thomas P. O'Neill (D-Mass.) declared that though the Russians jam the Voice of America ". . . CBS allows these Communists to come into this country, through their leaders, and speak before 20 million of our people." Rep. Steven B. Derounian (R-N. Y.) asked whether Rep. Madden's resolution might not put Mr. Murrow "out of business . . . [he] seems so proud of his Communist dictator firsts on television."

At his Wednesday press conference President Eisenhower refused to support the concept of government clearance for tv interview questions. Mr. Eisenhower felt that such restrictions could serve no useful purpose. He stated that such restrictions would align us with those governments in which there are no democratic processes as we know them. Mr. Eisenhower pointed out that our free press and access to knowledge is guaranteed by the Constitution.

NARTB President Harold E. Fellows last week termed the Madden proposal "a gratuitous insult to broadcasters" and a "threat to free speech." He said radio and tv newsmen have a responsibility to keep the American people informed and have repeatedly shown their ability to discharge this responsibility in the best traditions of American journalism. "The idea of any kind of government pre-censorship of news in peacetime is repugnant to the most fundamental American concepts," Mr. Fellows added.

At his National Press Club talk the day following the introduction of the Madden Resolution CBS President Frank Stanton also attacked the idea, saying "a dark day" is imminent if any such resolution is adopted.

Meanwhile, CBS reported a brisk sale for the film of the Murrow interview with Marshall Tito. Leslie T. Harris, vice president and general manager of CBS-TV Film Sales, announced that the *See It Now* production has been sold for retelecast to WPIX (TV) New York and six foreign stations or networks.

Hearings Set to Open Thursday On NARBA, Mexican Agreement

PUBLIC hearings on the North American Regional Broadcasting Agreement and a separate broadcasting treaty with Mexico are scheduled for a Senate Foreign Relations subcommittee on Thursday with Sens. J. W. Fulbright (D-Ark.) chairman, Mike Mansfield (D-Mont.), Wayne Morse (D-Ore.), William F. Knowland (R-Calif.), and George D. Aiken (R-Vt.).

Hearings were held on NARBA in 1953, but no action was taken. The Mexican agreement was transmitted to the Senate last March.

Testimony is expected to come from Comr. Rosel H. Hyde; Hollis Seavey, executive director, Clear Channel Broadcasting Service; a representative of KFMB San Diego, Calif. (540 kc); Ray Livesay, WLBH Mattoon, Ill., chairman of the Daytime Broadcasters Assn., and Ben Cottone, DBA counsel.

Meanwhile, the FCC finally replied to Sen. Morse's lengthy letter of last May in which, among other queries, he asked why the Commission had failed to make a decision on whether to permit daytimers to broadcast from dawn to dusk, or five a.m. to seven p.m., whichever is earlier or later [B•T, May 27]. The Commission's 20 page response pointed out that it was desirable first to resolve the clear channel proceedings.

14 Transfers Authorized

FCC last Wednesday authorized 14 transfers of control and license assignments.

The biggest was the assignment of WILD Birmingham, Ala. (850 kc with 10 kw daytime), to Bartell Broadcasters Inc. for $335,000. Bartell operates WOKY Milwaukee, KRUX Glendale Ariz., WBMS Boston, KCBQ San Diego, and WAKE Atlanta. Bartell recently sold WAPL Appleton, Wis. Comr. Bartley dissented against the latest acquisition and recommended a hearing letter.

Another sale involved the transfer of control of WNAV-AM-FM Annapolis (1430 kc with 1 kw) to the Washington Broadcasting Co. for $91,000. Washington Broadcasting also owns WOL-AM-FM Washington.

Miami Protest Dismissed

PROTEST against a transmitter move of ch. 10 WPST-TV Miami to North Miami, filed by WKAT Inc. (unsuccessful applicant for that vhf channel) was dismissed by the FCC June 24, with Comr. Hyde abstaining and Comrs. Bartley and Craven dissenting. The Commission granted the move May 1.

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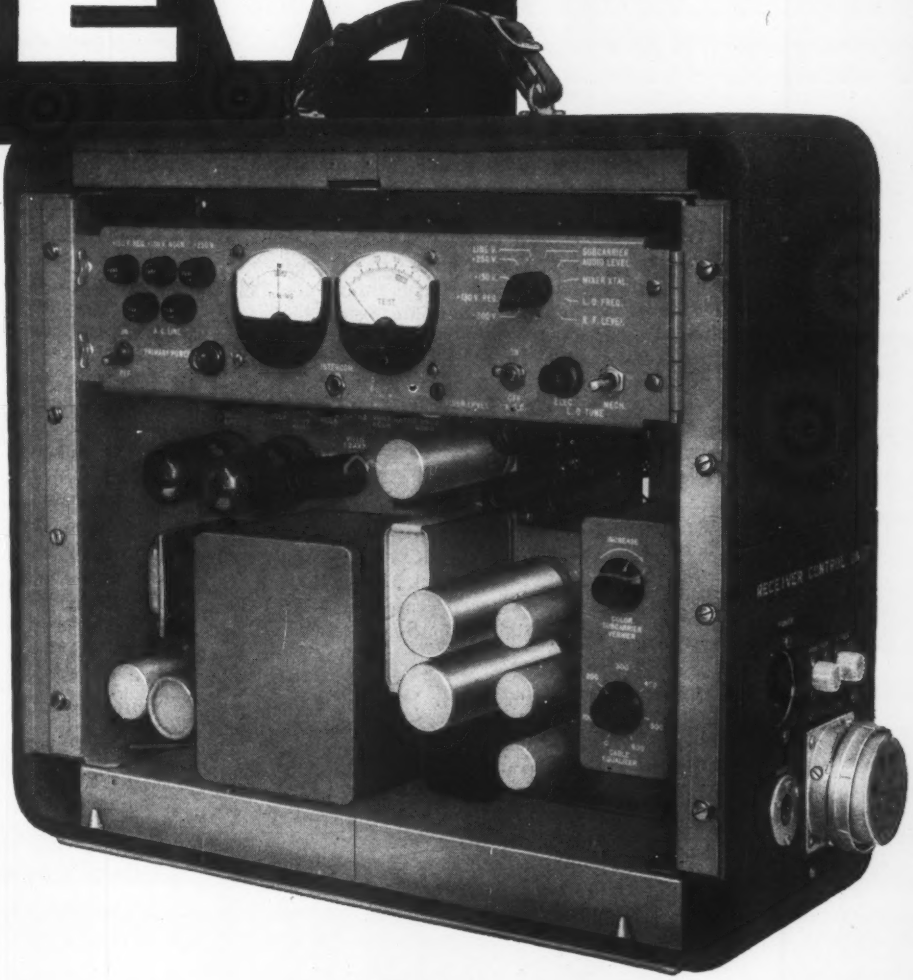

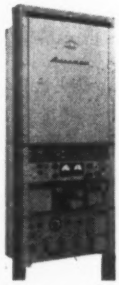

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AT&T Procrastination Scored by John Boler

JOHN W. BOLER, president of North Dakota Broadcasting Inc. (KBMB-TV Bismarck, KXJB Fargo-Valley City, and KCJB Minot, all North Dakota, in "a statement of proposed evidence" last week told the FCC that American Telephone & Telegraph Co. in 1953 stalled on replying to his letter requesting confirmation of the firm's lack of plans to build program transmission facilities between Minneapolis and Fargo.

Because of this, he said, North Dakota Broadcasting was subsequently unable to convince the FCC of its need for private microwave facilities, lost money and time for those already planned, and ultimately paid some $364,000 in a two and a half year period for last minute AT&T services. He added that equivalent private microwave services, had they been set up by North Dakota Broadcasting, would have only cost the firm some $90,000 for the same two and a half years.

Furthermore, he noted that since last May AT&T finally offered new tariffs which are far less than those first written. Specifically, Mr. Boler said the new charges cost his company an estimated $54,000 on a 24-hour day basis instead of about $136,000 per year on an eight hour day basis.

This was one of the strongest statements yet filed for the record of the Commission's continuing hearing on use of the spectrum above 890 mc. [B•T, May 27]. Testimony and sworn statements from a wide variety of broadcasting and non-broadcasting interests remains scheduled through this month, and also next autumn.

Rep. Mills Would Tighten Tax Law on Station Sales

THE FCC's new policy in tightening its requirements for tax relief certificates in the sale of radio-tv stations will be incorporated into law if a bill introduced by Rep. Wilbur D. Mills (D-Ark.) is passed by Congress.

The bill (HR 8381), which amends several sections of the Internal Revenue Code, would close a tax loophole which has aided multiple owners in the sale of stations.

Rep. Mills, who heads a House Ways & Means subcommittee, has led the investigation into Sec. 1071 of the Internal Revenue Code. Sec. 1071 permitted the FCC to issue tax relief certificates to multiple owners who sold facilities to comply with the Commission's multiple ownership regulations. This permitted recipients to defer capital gain tax payments.

The FCC late last September [B•T, Oct. 1, 1956] initiated a policy to issue these relief certificates only when a station is required to be sold by a change in the Commission's regulations. The bill is scheduled to be reported today (Monday).

Fargo Ch. 11 Sought by N.D.

NORTH DAKOTA Broadcasting Co. has filed with the FCC for ch. 11 in Fargo, N. D.

North Dakota has asked for 29.05 kw visual and 14.55 kw aural power, with antenna 392 ft. above average terrain. Construction cost was estimated at $53,450, and first year operating cost at $96,000. KCJB-AM-TV Minot, KXJB-TV Valley City, KBMB-TV Bismarck and KSJB Jamestown, all N. D., are licensed to North Dakota Broadcasting. John Boler is principal stockholder.

NO TAKERS

THE STALLED Seattle ch. 7 case—becalmed at the FCC for almost a month—took a new tack two weeks ago. KXA offered to reimburse the other two applicants, KIRO and KVI, up to $115,000 apiece if they would withdraw. The June 24 offer called for an answer by 4 p.m. the next day. It was declined by one party; the other did not reply. The offer was disclosed when KIRO's attorney, Paul A. Porter, forwarded the KXA offer to the FCC to be associated with the case. Informally, it is understood, the Commission is at an impasse on the Seattle case; at the last consideration three weeks ago, there were three commissioners favoring KXA, three favoring KIRO and one favoring KVI.

Hernreich Gets Half of KNAC-TV After KFSA-TV Drops Protest

SOUTHWESTERN Publishing Co. (ch. 22 KFSA-TV Ft. Smith, Ark.) last week withdrew its protest to a previously FCC-approved sale of 50% of KNAC-TV Ft. Smith to George T. Hernreich and thus removed any further obstacles to the transaction.

KFSA-TV had claimed the existence of an option on the outlet prior to the death of its owner, Hiram S. Nakdimen, in December 1955. But his widow, Salome S. Nakdimen, subsequently agreed to sell 50% to Mr. Hernreich and became involved in litigation with KFSA-TV, which said there had been a conspiracy to breach the alleged agreement. Then last week the station moved to withdraw its complaint without explanation.

The FCC approved the sale of the other half of KNAC-TV to Harry Pollock and The Harry Newton Co. for $61,500 two weeks ago [B•T, July 1].

Fletchers Take Over KSEI

HENRY H. and Ruthe A. Fletcher, for 21 years minority stockholder - operators of KSEI Pocatello, Idaho, filed an application with the FCC to have the station's control transferred to them from Florence M. Gardner for about $220,000.

The sales agreement calls for the post transfer liquidation of Radio Service Corp., the present operating company, and the assignment of all its stock to the recently formed Pioneer Broadcasting Corp. which will become the licensee of KSEI. According to the Fletchers, the station then will be a home-owned operation. Mrs. Gardner will continue to control KTFI Twin Falls. Idaho.

PERSONNEL RELATIONS

Western Writers Guild Asks For Reports on All Re-runs

PLANS for creating a new service to be known as Television Policing Reports and designed to supply monthly statements of all re-runs of tv programs telecast in the country are underway at Writers Guild of America, West.

Culminating a year's work by Erna Lazarus, residual policing chairman of WGAW's tv-radio branch, TPR would in effect extend nationally a local pattern set up in cooperation with KTTV (TV) Los Angeles which, in agreement with the tv distributors, agreed to furnish a monthly re-run report to WGAW. The KTTV reports give not only the titles of the tv programs but also the production number of each show in a series, from which the union can calculate residual earnings of participating talent.

Expansion is planned on a step-by-step basis, starting with a few eastern stations and gradually spreading to all key cities in the nation. The plan has already been approved by MCA and Alliance of Television Film Producers, WGAW reported. All unions whose members receive residual payments are being invited to share the expense of setting up TPR.

Question Of Rosenbaum Control Goes to California Top Court

JURISDICTION of California Courts over Samuel R. Rosenbaum, trustee of Music Performance Trust Funds, who resides in New York, will be argued before the California Supreme Court. The question has already been debated in the Los Angeles Superior Court, which found itself lacking in jurisdiction, and in the State Court of Appeals, which reversed the Superior Court ruling.

The question arose from a petition for an injunction to prevent companies employing musicians for work on recordings and motion pictures in Hollywood from making payments into the trust funds as required by their contracts with the American Federation of Musicians. A petition was filed by a group of Hollywood musicians employed by the recording and motion picture companies as a preliminary move in four suits asking damages of more than $18 million filed against the parent AFM.

Plaintiffs are members of AFM Local 47. The federation appealed the ruling of the California Appellate Court that the State Superior Court does have jurisdiction over Mr. Rosenbaum, and the California Supreme Court has agreed to hear argument on that appeal, probably during the fall term.

SAG Gets Tv Re-run Information

SCREEN ACTORS GUILD, which has distributed to members $1,321,363.34 in re-run payments from Nov. 1, 1956, to date, announced completion of arrangements last week with the principal distributors of tv motion pictures to secure accurate information about the commencement of each re-run of every episode of television series in syndication. The distribution companies which have agreed to furnish this information on a regular and continuing basis are CBS Tv Film Sales; California National Productions Inc., a subsidiary of NBC; ABC Tv Film Syndication Inc.; MCA Tv Films Ltd., and Screen Gems Inc.

N. Y. IBEW Local Enjoined From WCBS-TV Interference

A TEMPORARY injunction against Local 1212 of International Brotherhood of Electrical Workers, New York, was issued Monday by federal district Judge Archie O. Dawson. The injunction, asked by Charles T. Douds, regional director of the National Labor Relations Board's 3d region, stems from Local 1212's action last April 21 in keeping off the air a scheduled WCBS-TV New York remote telecast [B•T, April 29, *et. seq.*].

The injunction restrains the IBEW local from using "any means" (picketing appealing, ordering, etc.) to induce or force CBS to assign lighting duties to others but representatives of Local 1, International Alliance of Theatrical Stage Employes. In issuing the injuction, Judge Dawson concluded that IBEW "has engaged in and is engaging in an unfair labor practice" within the meaning of the NLRB act, and that to allow the electricians union to continue to pressure CBS would be in direct violation of the act.

The judicial action follows by one week the ending of NLRB's preliminary hearing into the jurisdictional dispute between the two unions. Although an original deadline of July 3 was set by the board by which time both unions (IATSE entered the hearing by its own request last month) were to have submitted their briefs to the board sitting in Washington, a two-week extension was granted. The new deadline is July 17.

L. A. IBEW Group Elects Pearce

HOLLINGSWORTH PEARCE, video engineer at KNXT (TV) Los Angeles, has been elected president of Local 45, IBEW Broadcast and Recording Engineers. Other officers are: Maurice Schmitz, KHJ Los Angeles, vice president; William Workman, KHJ-TV, recording secretary; Willard Davis, CBS Radio, treasurer; Andrew Draghi, KCOP (TV) Los Angeles, business agent. Officers will be installed at the local's next membership meeting, July 24.

Film Directors Retain Feldman

ERWIN FELDMAN, attorney in the entertainment field, has been retained by the New York Film Directors Organizing Committee for the completion of its organizational activities and its future negotiations with film producers in the New York area. The committee plans to establish a union in New York, covering directors engaged in television, documentary, theatrical, industrial and educational films.

Robins, Agency off AFTRA List

LOS ANGELES chapter of AFTRA has taken Action in Advertising and Leonard Robins off its unfair list after the Los Angeles agency paid the union $7,500 in settlement of alleged underpayments to AFTRA members it employed. When the agency was put on the union's unfair list, AFTRA asserted that in 30 months Action in Advertising had underpaid actors and announcers used in tv commercials by more than $10,000 [B•T, June 24].

PERSONNEL RELATIONS SHORTS

Radio & Tv Technicians Local 202, Intl. Brotherhood of Electrical Workers, chosen to represent employes of KERO-TV Bakersfield, Calif., by vote of 14 to 12 in election held May 28 by National Labor Relations Board.

American Federation of Musicians Local 47, Hollywood, announces new rates for orchestrating and copying music for phonograph records, electrical transcriptions and recorded jingles will go into effect July 1, instead of June 15 as originally announced, "in order that recording companies, orchestrators and copyists would receive proper notification," local's president, Eliot H. Daniel, announced. Base rate for orchestrating rises from $3.99 to $5 a page, while base rate for copying goes up from $.81 to $.90 per page.

3 leading surveys prove in AKRON, OHIO . . .

WAKR is 1st.

. . . in Audience . . . in Coverage

HOOPER
Jan. thru Mar. 1957 — 7 A.M. to 6 P.M. — Mon.-Fri.
WAKR–45%
1st. More listeners than the other three Akron stations COMBINED.

PULSE
April 1957 . . . In and Out of Home
6 A.M. — 12 Midnight
Monday thru Friday
WAKR
First
IN EVERY QUARTER HOUR PERIOD DAY and NIGHT!

NCS #2
WAKR
in
1st. audience and coverage
Leads all Akron Stations in Summit, Portage, Medina, Wayne and Stark Counties.

National Rep:
BURKE-STUART Company, Inc.
• New York
• Chicago
• Detroit
• Los Angeles
• San Francisco

WAKR-RADIO • WAKR-TV
RADIO-TELEVISION CENTER — 853 Copley Road — Akron 20, Ohio

"We're feeling your Station!"

— *That's what New England's LARGEST appliance dealer* has to say about us! They say more, too:*

"Your station sounds like a happy station. *This makes more difference in the selling power of a station than even you may realize.* We are currently concerning ourselves with building a happy, relaxed feeling in our stores, and we know that a happy store comes from a "happy" management. I would guess that your management atmosphere is as relaxed as your announcers . . .

"Most important, we're feeling your station. It takes quite a while for our continuous media survey to turn up information, but our salesmen feel the stronger trends immediately; AND THEY SAY THEY ARE FEELING WORL."

*MAGEE'S INC., Boston, in letter dated May 6, 1957,(and they've used all other major Boston Stations and Television too!)

AND THAT'S HOW ADVERTISERS FEEL ABOUT

WORL

BOSTON

5000 watts 950 on your dial

Represented nationally by HEADLEY-REED COMPANY

Guild Films Sets Up Subsidiary To Take Over Activities Abroad

ESTABLISHMENT of Guild Television Internacional, S. A., at Panama City, Panama, as the international subsidiary of Guild Films Co., New York, was announced last week by R. R. Kaufman, president of Guild Films. Arthur Gross, assistant to the president of Guild, will take over additional responsibilities of managing director of the new unit, headquartering in New York.

Mr. Kaufman reported that offices for Guild Television Internacional will be set up in Mexico City, London, Rome, and Dusseldorf, in addition to those in New York and Panama City. He said the subsidiary plans to produce, distribute and sell tv film programs and commercials and motion pictures.

Solow Thinks Hollywood Film Better for Technical Quality

"THERE'S no place like Hollywood for getting good technical quality into your tv film commercials," Sidney Solow, vice president and general manager, Consolidated Film Industries, declared Monday in a talk to the Hollywood Advertising Club.

The reason for this pre-eminence, Mr. Solow said, is because in Hollywood the producers, cameramen, film editors, engineers and advertising agency executives are all experienced and all demand the highest quality. This means, he explained, that they demand one so-called original negative (really a duplicate negative, he said, since it is made by photographing a lot of bits and pieces with an optical printer) for each use. These experts, he said, will not permit further duplication, which would result in loss of quality in the reproduction of the commercial on the tv screen.

When commercials are filmed elsewhere, he said, subsequently identifying "elsewhere" as New York, "double dupes give poor quality reproduction."

Advertising Assn. of the West awards for the best tv commercials of the past year [B•T, July 1], selected by a Hollywood Ad Club committee, were presented to the winners by Phil Seitz, committee chairman.

'Sinatra' Production Begins

PRODUCTION of ABC-TV's *Frank Sinatra Show* begins today (Monday) at Samuel Goldwyn Studios, Hollywood, in preparation for the weekly series which will hit the air Oct. 18 as a Friday, 9-9:30 p.m., series. The production schedule calls for 12 half-hour musicals to be done first, each to be rehearsed one day and filmed the next. The musicals written by Bill Murrow, will be produced in July and the first week of August with Jack Donahue as director and Nelson Riddle as musical director. During the rest of August and September half-hour dramas will be filmed. In addition to the half-hour weekly shows there will be two hour-long programs, the Oct. 18 premiere and a second one on Feb. 15, 1958. William Self is producer of the series for Hobart Productions, Sinatra-owned tv company; Dam Leavitt is cameraman and Serge Krizman is art director.

LEAVE IT to press-agents to arrange a rip-snortin' and squealing good time in honor of the birthday of one of their colleagues Jerry Franken, publicity director of Television Programs of America, New York. New York tv film publicists are banded together into an informal luncheon group, called the "156 Market Club" (all film series are sold in at least 156 markets, the press agents say) and fortnight ago the group honored Mr. Franken at Sardi's and presented him with the small pig (above) because he is the club's "chief hog-caller." Joining in general melee is Jean Hurvins of the promotion department of Television Programs of America.

FILM DISTRIBUTION SHORTS

Permafilm Inc., N. Y., announces availability for free distribution to non-members of Society of Motion Picture & Television Engineers, copies of paper entitled "A Method of Protecting Film and Lengthening Its Serviceable Life," which was delivered by Paul N. Robins, executive vice president, Permafilm, at the spring convention of SMPTE in Washington. Requests may be sent to company at 117 W. 48th St., N. Y. 36.

FILM PRODUCTION

Transfilm Inc., N. Y., has completed production on four-minute newsfilm showing firing of Vanguard Rocket from which will be ejected first earth satellite.

David Peil Inc., N. Y., film producer, announces production of 18 one-minute film commercials for Monsanto Chemical Co., Plastics Div., through Needham, Louis & Brorby, for company's line of plastic toys, and also is filming series of combined animation and live action commercials for Dutch Masters Cigars, through Erwin Wasey & Co., N. Y., featuring wash drawings by Parisian illustrator Francois.

Filmcraft Productions, L. A., announces filming of Groucho Marx program, *You Bet Your Life,* for NBC-TV. Filming will start in September, with Robert Guedel producing and Robert Dwan and Bernie Smith as directors.

Derel Producing Assoc., N. Y., announces production on series of 39 half-hour color films for tv designed primarily to reflect "great surge" to outdoors taking place all over U. S.

THIS SUMMER, PLAN ALSO TO

see America the BOUNTIFUL

VISIT BUTTE, MONTANA—"THE RICHEST HILL ON EARTH"— AND SEE HOW THE ANACONDA COMPANY MINES THE METALS SO ESSENTIAL TO THE NATION'S ECONOMIC STRENGTH.

Seeing the America that's *Bountiful* as well as Beautiful can be an interesting part of your vacation itinerary. This summer if you plan to take in the scenic spectacle of Yellowstone Park, you will be within easy driving distance of Butte—home of The Anaconda Company and for over 70 years one of the world's most spectacular producers of copper and other important metals.

Butte sits atop a veritable honeycomb of tunnels, shafts and passageways totaling some 2700 miles in length. More than 6500 of its residents are employed by Anaconda in extracting the seemingly inexhaustible mineral wealth of a 32 square-mile area whose output increases year after year.

On guided tours you can go underground in the Kelley Mine and see how 15,000 tons of ore a day are mined by the ingenious block-caving method. You can stand on a ledge 500 feet above the floor of the new Berkeley "canyon," illustrated above. This is a giant open pit operation now nearing an output of 17,500 tons of ore daily. Or, if you wish, you can "do" Butte, the city and its mines, on your own schedule. The Anaconda Company will be glad to send you a do-it-yourself map and guide to a memorable tour of the famed "Copper Trail." Simply write the Company at Butte, Montana.

The Anaconda Company extends a cordial invitation to inspect "The Richest Hill on Earth" and believes your stay will give you a new pride and appreciation of your America the Bountiful. 57273-A

The ANACONDA Company

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

RAB Names Winners In 'Radio Results'

TEN RADIO stations were cited last week as first-place winners in the fifth annual "Radio Gets Results" contests, sponsored by the Radio Advertising Bureau. Winners were selected on the basis of success stories they reported in ten classifications of local retail businesses.

Plaques are being presented by RAB to the winning station in each classification, with an identical award going to the local advertisers whose successful use of radio formed the bases for the prize-winning station presentations. The complete list of winners, together with the name of their advertisers in the then classifications, follows:

Department, dry goods and variety stores—first place, KGWA Enid, Okla. (Coldiron's); second, WCSH Portland, Me. (Owen Moore Co.); third WSOY Decatur, Ill. (Linn & Scruggs).

Home furnishings—first place, KTLN Denver (Snow furniture); WTXL Springfield, Mass. (Elton R. Turner Assoc.); third, KGWA Enid, Okla. (Ernie's Trading Post).

Automotive—first place, KYW Cleveland (Earl Davis Buick); second, WWDC Washington (Montgomery-Stubbs Motors Inc.); third, WCUE Akron (Mort Leeper's Factory Tire Warehouse Inc.).

Drug and food stores—first place, KFRU Columbia, Mo. (Wyatt's Supermarket); second, KBIG Los Angeles (Von's Grocery Co.); third, WTAX Springfield, Ill. (Clearlake Superway).

Drug and food products—first place, WWDC Washington (Washington Coca-Cola Bottling Works Inc.); second, KBIG Los Angeles (Scudder Food Products Inc.); third, WMIK Middlesboro, Ky. (Chappell's Dairy).

Apparel (men's and women's)—first place, WIDE Biddeford, Me. (A. H. Benoit & Co.); second, KCMJ Palm Springs, Calif. (Ted Lane, feminine footwear); third, KGWA Enid, Okla. (Gray's Men's Wear).

Financial—first place, KCMJ Palm Springs, Calif. (Coachella Valley Savings & Loan Assn.); second, WMIK Middlesboro, Ky. (Middlesboro Federal Savings & Loan Assn.); third, KBIG Los Angeles (Avalon Savings & Loan Assn.).

Housing materials & suppliers—first place, WJTN Jamestown, N. Y. (Dudley Waters Hardware); second, WCSH Portland, Me. (Sherwin Williams Co.); third, WMIK Middlesboro, Ky. (England Hardware Co.).

Specialized services—first place, WGIL Galesburg, Ill. (The Huddle Drive-in Restaurant); second, WKY Oklahoma City (Hollie's Drive-in); third, WIRL Peoria, Ill. (Leo's Flowers).

Miscellaneous—first place, WEJL Scranton, Pa. (Moffat Coal Co.); second, KCMJ Palm Springs, Calif. (Economy Center); third, WMBD Peoria, Ill. (*Peoria Journal Star*).

TvB Opens Offices in S. F.

TELEVISION Bureau of Advertising's western division offices, 369 Pine St., San Francisco were opened formally last week, Norman E. Cash, TvB president, announced.

Walter McNiff, newly named TvB western division director, was honored at a reception jointly hosted by TvB and member stations in San Francisco. Otto Brandt, general manager of KING-TV Seattle and TvB board member, was chairman for the occasion. Mr. Brandt outlined the growth and activities of TvB which led to the formation of the western division offices to serve the bureau's members in the 11 western states and western agencies and advertisers.

NEW legislation protecting broadcasters from libel in political programs was signed by Oklahoma Gov. Raymond Gary (seated). Watching (l to r): Leo R. Morris, WBBZ Ponca City, president of Oklahoma Broadcasters Assn.; Eddie Peake, KTOW Oklahoma City, OBA legislative committee chairman; Bill Brubaker, KRHD Duncan, OBA secretary-treasurer, and John Mahoney, KVIN Vinita, OBA director.

Broadcasters Club Founded In Capital for Executives

FORMATION of a Broadcasters Club in Washington for resident and non-resident executives has been announced by a 21-man organization committee.

The club, to be limited in membership to executives in the broadcasting and manufacturing industries and in allied professions and business associations, will headquarter on the second floor of Washington's Colony Building, 1737 DeSales Street. Food services and the bar will be operated by the Colony Restaurant. Resident membership will be limited to 150 and non-resident to 250 in the charter group.

Initiation fees are $60 for non-residents, $120 for residents. Dues for charter members have been set at $100 a year for residents and $50 a year, non-residents. Howard Lane of KOIN-TV Portland, Ore., is chairman of the non-resident membership committee, and attorney Leonard H. Marks, Cafritz Building, Washington, is resident membership chairman. Applications for membership are available through them.

Mr. Marks is chairman of the organization committee. Committeemen are consultant Earl H. Gammons, public relations executive Robert K. Richards, Ralph W. Hardy, CBS; NARTB President Harold E. Fellows; Thad H. Brown Jr., NARTB tv vice president; James D. Secrest, executive vice president, Radio-Electronics-Television Manufacturers Assn.; George O. Sutton, attorney; Ben Strouse, WWDC-AM-FM Washington; John S. Hayes, WTOP-AM-FM-TV Washington; Everett L. Dillard, consulting engineer; Carleton D. Smith, WRC-AM-FM-TV Washington; Fred S. Houwink, WMAL-AM-FM-TV Washington; attorney Neville Miller; James W. Seiler, American Research Bureau; J. E. Baudino, Westinghouse Broadcasting Co.; Sol Taishoff, B•T; Theodore Koop, CBS; broker J. W. Blackburn; Maury Long, B•T, and John F. Meagher, NARTB radio vice president.

TASO Studying New Method Of Computing Tv Coverage

A NEW method of computing tv coverage is being explored by the Television Allocations Study Organization, it was learned last week. A decision may be forthcoming after the next meeting of Committee V (data presentation) scheduled to be held in Washington July 17.

The new system—which uses a radius plan of single measurements, compared to the radial plan of a number of measurements—is said to be more nearly accurate as a service concept than the contour system now used. In the proposed new method there would be three grades of service, I, II and III. The measure of service would be the recorded intensity of the signal related to thermal and man-made noise levels. A proposal to use this type of calculation has been suggested by the National Bureau of Standards (Technical Report 2129).

CBC Board Asks 5 New Tvs, 1 Am

FIVE new television stations and one new radio station were recommended for licensing by the board of governors of CBC at its June 25 meeting at Ottawa, Ont. A number of share transfers, ownership transfers and power increases also were recommended.

The new radio station will be one of the farthest north in Canada, at the new nickel mining area of Moak Lake in northern Manitoba. The station, licensed to Marlene Beaudoin, daughter of the former speaker of the Canadian House of Commons, L. R. Beaudoin, will be at the township of Thompson, in the government district of Mystery Lake. It will operate on 610 kc with 1 kw. It will be built when a railway is completed to the new nickel mining townsite, about 600 miles north of Winnipeg.

Three of the new tv stations are in western Canada. CHCA Television Ltd., has been recommended for a station at Red Deer, Alta., on ch. 6 with 4.15 kw video and 2.08 kw audio power, and antenna 714 feet above average terrain. CKBI Prince Albert, Sask., will have a tv station on ch. 5 with 61 kw video and 36.5 kw audio power. Antenna is to be 798 feet above average terrain. William D. Forst, with local financial support, will start a station at Swift Current, Sask., on ch. 5 with 9 kw video and 4.5 kw audio, with antenna 518 feet above average terrain.

The remaining two stations were recommended for Quebec province, one to CKBL Matane, on ch. 9 with 160 kw video and 95 kw audio power and antenna 621 feet above average terrain, and the second to Henri Audet at Three Rivers on ch. 13 with 3.07 kw video and 1.53 kw audio power and antenna 591 feet above average terrain.

CKCO-TV Kitchener, Ont., was denied in its application for an increase in power on ch. 13 from 31.4 to 275 kw video, and from 16.9 to 142 kw audio. The CBC board ruled such an increase would make for duplication of stations in the area. At least one station, CKNX-TV Wingham, had opposed the increase on grounds it would lose advertising revenue.

An application by CHOV Pembroke, Ont., for a tv station on ch. 5 was turned down because the CBC board was not satisfied as to the proposed financing of the station.

Share transfers were recommended for CHCT-TV Calgary, Alta., and CKGN-TV North Bay, Ont.

Power increases were recommended for CFGP Grande Prairie, Alta., from 5 kw on 1050 kc to 10 kw on that frequency; for CHLO St. Thomas, Ont., from 1 kw on 680 kc to 10 kw daytime and 1 kw nighttime; and for CHFI-FM Toronto, Ont., from 340 w on 98.1 mc to 9.45 kw on the same frequency with antenna 204 feet above average terrain. CJET Smiths Falls, Ont., was recommended for a frequency shift with 1 kw from 1070 kc to 630 kc and operation from daytime to full-time on the new frequency.

Ownership control was recommended for CKOK Penticton, B. C., to M. Finnerty interests. CFOR Orillia, Ont., will change its licensee name from Gordon E. Smith to Radio Station CFOR Limited. CJBQ Belleville, Ont., has been licensed to operate a standby transmitter of 250 w. Seventeen stations were recommended for share transfers.

Robbie Robinson

"Poor Olaf! He used to play the bull fiddle over KRIZ Phoenix!"

Early Action Seen in Canada On Second Tvs in Big Cities

EARLY ACTION on establishment of second tv stations in major Canadian cities is expected as a result of the recent change in Canadian government. The Progressive-Conservative party, while in opposition, led debate asking for more tv stations in Canada and for breaking CBC's monopoly in the six largest cities.

With the recent Royal Commission recommending competitive tv in major markets, the Progressive-Conservative government is expected to announce a change in government policy this autumn. Applications for tv stations, long in the hands of the Department of Transport, Ottawa, by radio stations at Montreal, Toronto, Winnipeg and Vancouver, likely will be subject to early review, following which a battle for station licenses will be aired before whatever regulatory body the new government establishes.

Western Group to Ask CARTB To Penalize Unethical Members

CANADIAN broadcasters at their annual convention next March will be asked to establish a new code of ethics providing penalties for infractions, following a recommendation to that effect at the annual meeting of the Western Assn. of Broadcasters at Jasper, Alta., on June 20.

Vern Dallin, CFQC-AM-TV Saskatoon, Sask., and president of the Canadian Assn. of Radio & Tv Broadcasters, outlined the code of ethics "designed not only to raise the level of programming and general operation of member stations, but to create an atmosphere in which any new governing body can be satisfied with minimum

WDBJ

for almost 33 years

OUTSTANDING

in

ROANOKE

and Western Virginia

RADIO

by any measurement!

N.C.S. No. 2

Spring, 1956

WDBJ has more than TWO TIMES the DAILY N. C. S. Circulation of Station "B"; more than THREE TIMES the circulations of Stations "C" and "D".

The one they listen to MOST is the one to BUY! Ask your Peters, Griffin, Woodward "Colonel" for the whole wonderful story!

WDBJ

AM • 960 Kc. • 5000 watts
FM • 94.9 Mc. • 14,000 watts
ROANOKE, VIRGINIA

regulation and perhaps think in terms of the industry ultimately regulating itself."

The WAB meeting also discussed possible creation of regional and national networks by private stations following recommendations by the recent Royal Commission on Broadcasting, with pooling of program and news material by private broadcasters and groups of stations, new research plans, improvement in public relations through better programming, advertising rates, bulk buying and the establishment of scholarships for the development of Canadian creative talent.

Bob Buss, CHAT Medicine Hat, Alberta, was re-elected president of the WAB, and these directors were elected: Don Dawson, CKCK Regina, Sask.; Norm Botterill, CJOC and CJLH-TV Lethbridge, Alta., and Jack O. Blick, CJOB Winnipeg, Man.

Abroad in Brief

SWEDISH SURVEY: A survey published in Stockholm gives these facts: Current tv set circulation 45,000. Manufacturers are tooling up for more tv. Expected set total five years from now is 500,000, of which a large share will be imported.

Completion of a planned network of transmitters which would cover 63% of the country's population is expected to take five years. About 50% of the 1962 Swedish tv set circulation is expected to be located in Stockholm. Swedish dealers already are reporting considerable demand for tv sets even outside Grade A coverage areas.

HOLLAND HAS 112,269: The latest official figures indicate there were 112,269 registered tv sets in Holland on February 1.

CYPRUS STATION PLANNED: Regular tv broadcasts are planned to start before the end of this year at this British colony in the Mediterranean. A small transmitter of 500 w is to be used.

CZECHS START 'COMMERCIAL' TV: Reports from Prague indicate the state-operated television stations in Prague and Ostrava have started "commercial" broadcasting. Operation is, for the time being, restricted to the showing of theatrical advertising films of 35mm. Introduction of 16mm films is planned, with maximum time for commercials set at six minutes per day. Future plans call for several advertising films with entertainment values to be shown in a magazine-type program. Actual operation is handled by Dr. Cabalko, Reklami Podnik Statniho Obschodo, Revolueni 25, Prague 1. Time costs about $132 per minute. Current tv set circulation in Czechoslovakia is given at 120,000, and plans call for another 100,000 set sales this year.

TV TOPS SCENERY: A closed-circuit tv excursion last month confirmed the popularity of the idea in the British Isles, where trial runs were introduced last year, it is reported. Railway officials noted enthusiastic approval of the Glasgow-to-London trips which featured musical entertainment, newscasts and other shows. The 500-passenger train is made up of 11 especially equipped cars with two cabooses, one for studios, equipment and talent, the other for an electric power generator. Tv sets are installed above doors of eight coaches, with microphone outlets provided for roving interviews. Riders' reactions to the trip justified several more tv excursions which reportedly are in the works.

MEDITERRANEAN ORIGINATION: Viewers on the continent saw what is believed to be the first undersea telecast in Europe, as the French television system followed divers off Marseilles in their explorations. The submarine show was carried by Eurovision network.

IBS Takes Over Renaud Clients

THE station representation business of Omer Renaud & Co. in Toronto and Montreal has been taken over by Interprovincial Broadcast Sales Ltd. following the death of Omer Renaud early in May.

The new representative firm starts with 13 French-language radio stations: CKAC Montreal; CKCV Quebec City; CKCH Hull, Que.; CJBR Rimouski, Que.; CJMT Chicoutimi, Que.; CJEM Edmundston, N. B.; CKRB St. Georges de Beauce, Que.; CFBR Sudbury, Ont.; CFCL Timmins, Ont.; CKSB St. Boniface, Man.; CFRJ Gravelbourg, Sask.; CFNS Saskatoon, Sask.; and CHFA Edmonton, Alberta.

Ken Davis, formerly manager of the Toronto office of Omer Renaud & Co., is general manager of the new firm and manager of the Toronto office. Lionel Morin, formerly manager of CJMS Montreal, is manager of the Montreal office.

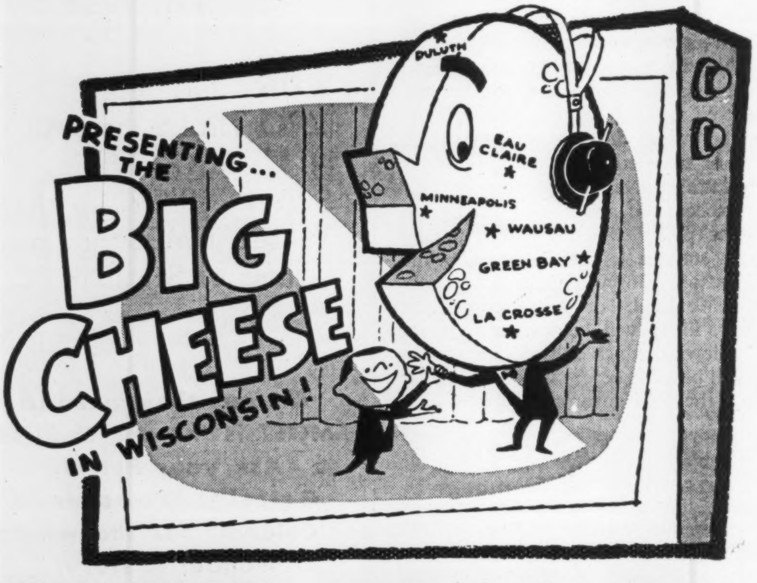
Lord's Day Case Delayed

FURTHER delay in trial of CBC, Toronto, Ont., and CKEY Toronto, along with three Toronto newspapers, for violation of the Lord's Day Act on March 17, 1957, has been obtained by CBC to Oct. 16. CBC is appealing to the Ontario Court of Appeals at the Sept. 9 sitting at Toronto, a ruling of Ontario Chief Justice J. C. McRuer that the CBC, a government corporation, is liable under the Lord's Day Act.

Radio and television stations, and newspapers, are charged with gathering and disseminating news on Sunday contrary to the Lord's Day Act which permits only works of necessity and mercy on Sundays.

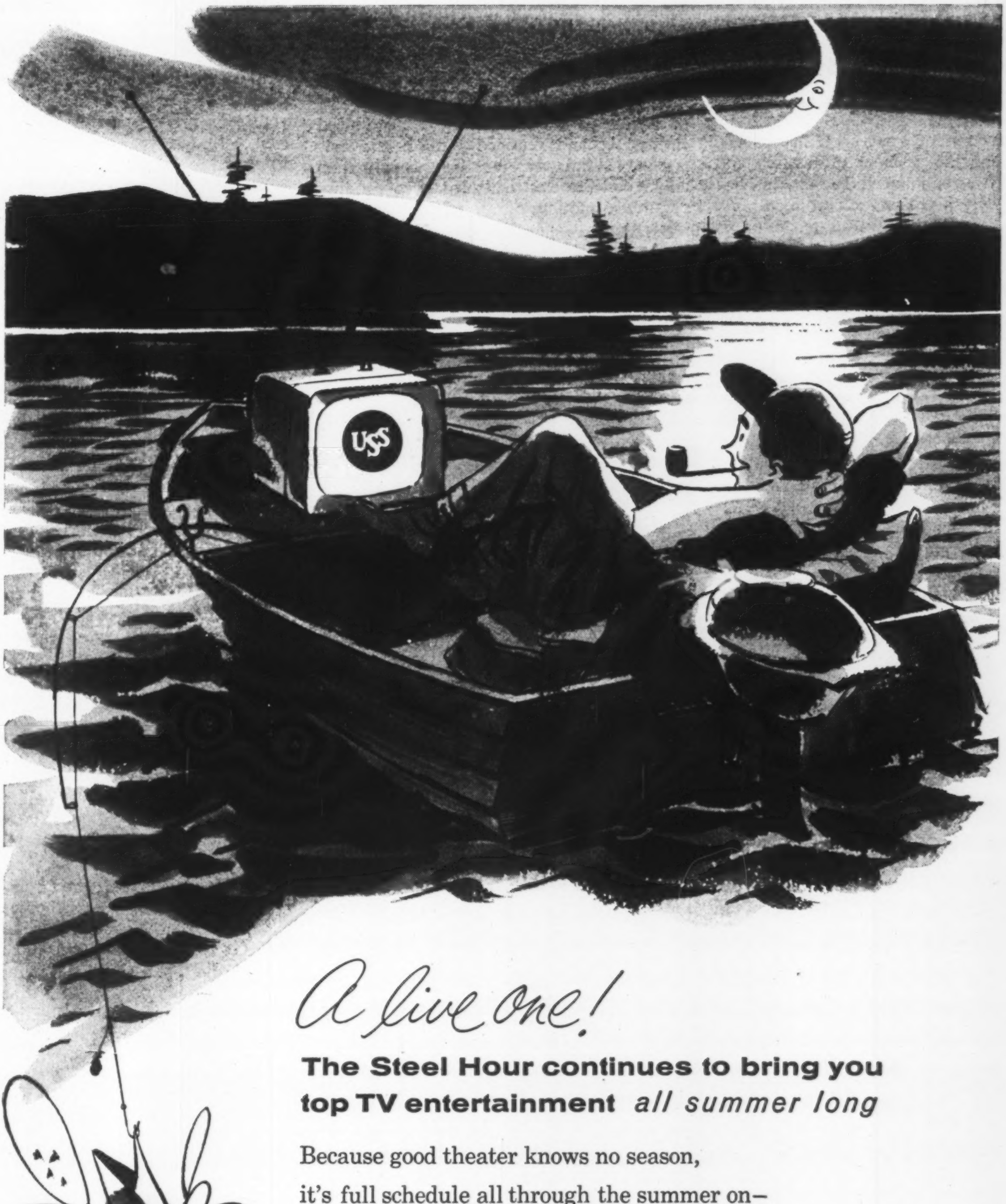
Clark to Retire From ITA

SIR KENNETH CLARK, chairman of the Independent Television Authority, supervisory body over commercial tv in Great Britain, has announced he will retire from that position in August when his three-year term of office expires. Although Aug. 2 officially marks the end of his term, it's expected Sir Kenneth will remain in office until the debut of commercial tv service in Scotland on Aug. 31 [B•T, June 17]. No decision on a successor has been made and a spokesman for the government indicated that such a selection was not expected for some time.



IT'S HERE!
WITH EXTRA BONUS FOR YOU
Our new maximum power and 1,000 foot tower is erected . . . delivering you a market of more than a quarter million TV families.

WEAU TV
EAU CLAIRE, WISCONSIN
See Your Hollingbery Man



The Steel Hour continues to bring you top TV entertainment *all summer long*

Because good theater knows no season,
it's full schedule all through the summer on–

THE U.S. STEEL HOUR
produced by **THE THEATRE GUILD**

USS

DEVICE PRODUCES FLAT PANEL IMAGES

- **Sylvania develops 'Sylvatron'**
- **No immediate tv use seen**

THE production of images on flat panels, by combining the sciences of lighting and electronics, was announced Tuesday in New York by Sylvania Electric Products Inc. No immediate application to television is expected, although the development may be applied ultimately to tv.

Frank J. Healy, vice president in charge of Sylvania's lighting operations, said the new laboratory development called "Sylvatron" is believed to have many important possibilities in the future development of radio, air traffic control, computers, instrumentation and related devices. Sylvania officials said that with an investment of "four or five years and a few million dollars" the panels could be adapted for a thin, wall-hanging tv receiver.

Mr. Healy added that "we are concentrating our attention on national defense applications and relatively specialized industrial fields. Considerable work remains to be done before the device reaches the commercial production stage, especially insofar as commercial and consumer product applications are concerned."

The panels, according to Mr. Healy, are an outgrowth of Panelescent lighting which was introduced by Sylvania six years ago. The Panelescent "lamp" produces light by electroluminescence, or the production of light by direct excitation of certain phosphors in an electric field. The new image-producing panels utilize not only this principle of electroluminescence but also the principle of photo-conductance, which is the influence of light on the flow of electricity through a solid.

The devices consist of flat glass electroluminescent panels with various control layers. These control layers are thin coatings of photo-conductive and electro-conductive surfaces. When electrical or optical signals and a power source are applied to the Sylvatron, a visual display, or image, is produced.

This display could represent many things, depending upon the application of the device; and, therefore, the nature of the electrical or optical signals the Sylvatron receives. The Sylvatron panels are a family of image-forming components for complex electronic systems. As such, Mr. Healy said, their usefulness will be in equipment such as radar maps; area surveillance, including air and harbor defense applications; air traffic control systems; storage devices in electronic systems, and related applications.

Each of the three types produces a different image. They include: 1. an electroluminescent panel on which the position of a mobile dot of light can be manipulated electrically; 2. a display panel which reproduces optically the track of a mobile spot of light; the image thus created can then be held or "stored" indefinitely in visible form on the panel; 3. an electroluminescent panel which can reproduce optically a motion picture with good resolution and rapid response. The latter may be of application eventually in tv.

Mr. Healy also said that combinations of these three units are possible, including one on which a track of light can be produced electrically and retained until deliberately erased. Ultimately, another combination might convert electrical signals to produce pictures in motion.

Mr. Healy said a limited quantity of the Sylvatron devices would be made available to selected laboratories. "By making them available to such laboratories," he declared, "we hope to obtain guidance in the emphasis and direction of our further development work."

"SYLVATRON," the flat image-producing panel, is here shown being put through lab tests by Dr. Keith Butler, manager of the general engineering labs of Sylvania Electric Products Inc.'s Lighting Division in Salem, Mass., where Sylvatron was built.

'Iron Age' Sees Tv Set Rise

IMPROVED prospects for tv production in the next six months will provide "a hot market for metalworking products," according to *Iron Age*, metalworking weekly. The publication said tv set makers cut back production by 25% in the first five months of 1957, bringing low inventories. Sales were described as running only slightly behind the same 1956 period, with some factories already expanding production schedules.

Admiral Offers Am-Fm Sets

FOR the first time in several years, Admiral Corp. has gone to market with an fm-am table radio. The company reported its new model provides for external fm antenna connection, as well as rod antenna for am and loop antenna for fm, plus slide rule tuning. It includes seven tubes, with rectifier, to retail for $79.95 in the eastern U. S.

Radio Production, Sales Up; Tv Sales Steady, Output Down

PRODUCTION and sales of radio sets for the first five months of 1957 are running above 1956 levels, according to Radio-Electronics-Tv Mfrs. Assn. Tv sales are running even with last year but tv set output has dropped.

RETMA said radio output totaled 1,023,771 sets in May, including 396,151 auto receivers, compared to 1,115,813 in April, of which 380,452 were auto models. Cumulative radio production in five months of 1957 totaled 6,098,951, a marked increase over the 5,585,390 sets turned out in the same 1956 period.

Radio sales totaled 547,480 sets in May (not including auto sets which do not move through retail channels) compared to 543,092 in April. Cumulative radio sales in five months of 1957 totaled 2,909,548 compared to 2,551,272 in the same 1956 period.

Tv production totaled 342,386 sets in May compared to 361,246 in April. Of the May output, 41,596 sets had uhf tuners. Cumulative tv set output in the first five months of 1957 totaled 2,178,361 units compared to 2,862,177 in the same 1956 period.

Tv set sales totaled 399,757 in May compared to 337,965 in April. Cumulative tv sales totaled 2,420,633 sets in the first five months of 1957 compared to 2,428,888 in the same 1956 months.

General Instrument in Black

GENERAL INSTRUMENT Corp., "now on a steady upward course," will show a net profit for the first fiscal quarter (ended May 31) compared with a loss of $84,355 for the same period last year, according to Martin H. Benedek, board chairman, at the company's annual stockholders meeting in Newark June 27. Mr. Benedek stressed that GI will "continue to retain its important share of total components sales to tv and radio set makers," and added, "Our planning calls for maintaining the company's position in 'entertainment' electronics while diversifying strongly in other electronic fields."

Schriever to Address WESCON

MAJ. GEN. Bernard A. Schriever, commanding general of the Air Force Ballistic Missile Division of the Air Research and Development Command, will address the annual All-Industry luncheon of the Western Electronic Show and Convention on August 23, the closing day of WESCON's four-day gathering in San Francisco.

The luncheon, which each year attracts a wide following from executive and professional levels in the nation's electronics industry, will be held in the Gold Room of the Fairmont Hotel, atop San Francisco's Nob Hill.

Davis, RCA Pioneer, Dies

MANTON DAVIS, 80, retired vice president and general counsel of RCA, died at his summer home on Fishers Island, N. Y., last Monday. He joined RCA in 1923 and retired in 1941 because of ill health. As general counsel for RCA, Mr. Davis in the late 1920's appeared at a congressional hearing which was considering a bill to abolish the then Federal Radio Commission and create a general commission on communications. Mr. Davis suggested that regulation of radio be vested in the Dept. of Commerce with the FRC retained as an appellate organization.

Color From B-W Film Claimed by Bryg Inc.

AN EXPERIMENTAL system of telecasting color film programs from black-and-white stock is being installed at WJAC-TV Johnstown, Pa., by Bryg Inc., Butler, Pa.

While the system has been demonstrated on a still basis over a Pittsburgh-New York closed circuit, the WJAC-TV tests will provide the first public showing of a technique that the backers believe eventually will have a "revolutionary" impact on live as well as film color.

Samuel H. Depew, executive vice president and general manager of Bryg, said the WJAC-TV equipment will be in operation within a month. He said the system promises proper color curve response and overcomes many difficulties described as inherent in current methods using color film.

An additive process, the Bryg system employs special lens equipment in an RCA 3V color chain. Normal panchromatic black-and-white film is used but double the average footage is employed.

At WJAC-TV the Bryg technical team will shoot film at news events and put them on the air in color within an hour. There is no need of producing a master print from originals. For indoor shots a slight increase in light will be required. Simplicity in developing and lack of fading in storage are described as advantages.

The Bryg-modified camera will break down the gray scale by electronic means, feeding into a "black box" which Mr. Depew refused to describe because the firm is involved in a patent-pending situation. Black-and-white reproduction on normal tv sets is described as superior to that of normal film service.

As to costs, Mr. Depew said the equipment installation is a "minor" cost item. Cost of film stock needed for a program is less than a third that of color film.

The Bryg electronic system was developed after earlier work with a mechanical scanner. In the mechanical system, a color wheel was used with the camera pickup.

Theodore E. Campbell, chief engineer of WJAC-TV, is cooperating with the Bryg crew in the color installation.

7 DAYS 6 NIGHTS
(per person-double) $46.50
including MEALS
Sovereign HOTEL
at 44th and the OCEAN
Overlooking the FONTAINEBLEAU MIAMI BEACH

MANUFACTURING SHORTS

RCA, Camden, Components Div., announces issue of new 22-page brochure, titled "RCA Electronics Components," covering its complete line of electronics components and test equipment sold through distributors.

General Electric Co., N. Y., reported it shipped 5 kw used transmitter to WJCT (TV) Jacksonville, Fla.; 20 kw amplifier to KVIP (TV) Redding, Calif.; color scanner system to WRGB (TV) Schenectady, and all transmitter parts necessary for WFIE (TV) Evansville, Ind., to change from ch. 62 to ch. 14.

RCA, Camden, reports shipments of three live color studio cameras to Crosley Broadcasting Corp., Cincinnati, for use with color mobile truck; a color film camera to KFSD-TV San Diego; a 50-kw transmitter and an additional 10-kw transmitter to WPST-TV Miami, Fla.

Amplifier Corp. of America, N. Y., announces production of automatic volume control amplifier which reportedly maintains constant output within ±1 db with input changes of 30 db. Exceedingly rapid automatic gain reduction prevents syllable clipping and slow automatic gain increase avoids automatic control at syllabic frequencies.

Int'l. Telephone & Telegraph, N. Y., announces opening of new standards laboratory for testing and certifying master electrical and mechanical measuring devices in Clifton, N. J. Laboratory's electrical equipment reportedly permits accurate measurement of radio waves up to 600 million cycles per second and determination of electrical resistances as great as 5 quadrillion, (5,000,000,000,000,000) ohms and as small as one ohm to accuracy of one part in ten thousand.

RCA, Camden, N. J., reported shipments of six-section superturnstile antenna to WTIC-TV Hartford, 10-kw transmitter to KNTV (TV) San Jose; 50-kw amplifier to KOVR (TV) Stockton, Calif. and 25-kw amplifier to WLBR-TV Lebanon, Pa.

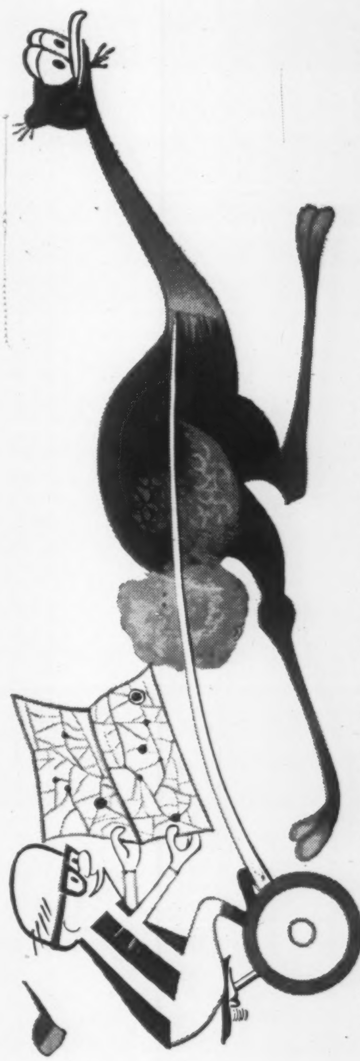
RCA components division's marketing department announces four new horizontal deflection systems for use with 110 degree type tv picture tubes now available to equipment manufacturers. Four systems have high voltages of approximately 14kv, 15kv, 16.5 kv and 18kv at zero beam current.

General Precision Labs., Pleasantville, N. Y., announces opening of 23,200 square foot environmental test building.

Dynamics Corp. of America, L. I., N. Y., announces acquisition of all outstanding stock of Radio Engineering Labs. Inc., same city.

Alexander Pawson, Brooklyn, announces patent of his refrigerator door to hold small radio where it will be "available for entertaining the housewife while she is about her chores in the kitchen."

Panduit Co., Chicago, announces two new low cost plastic wiring ducts for fast electrical control panel wiring.



more listeners than any other Baltimore radio station more listeners than any other Baltimore radio station more listeners than any other Baltimore radio station

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TO REACH
WHEN YOU
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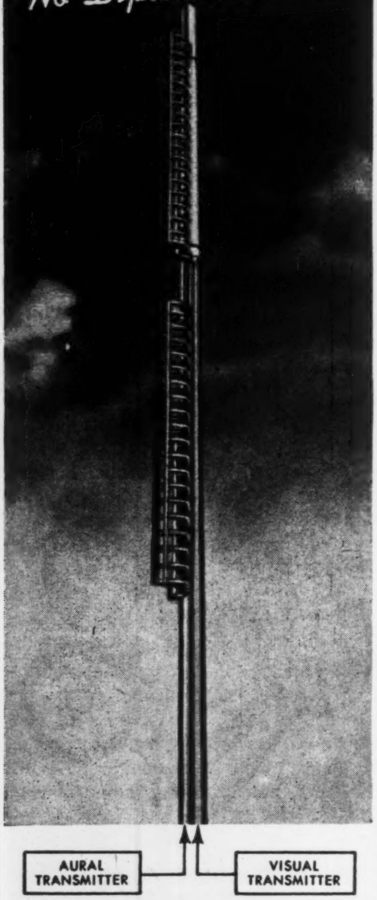
JOHN BLAIR AND CO.

STAND-BY
TV TRANSMITTING
ANTENNAS
for channels 7-13
No Diplexer Needed



A simple, versatile and *economical* standby system consisting of two separate bays of the AMCI Type 1020 Antenna mounted on a mast or existing tower leg can be used with a 50 kw transmitter. No diplexer of any kind is needed. The aural and visual transmission lines need not be of equal lengths.

Write for Bulletin B-457.

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York, Tulsa, Amarillo Stations Change Hands

STATION sales last week totaling more than $500,000 were led by the WNOW-AM-FM-TV York, Pa., purchase for $255,000.

- Granite State Broadcasting Co. has bought the York stations from the Helm Coal Co. for $255,000. Granite owns WKBR-AM-FM Manchester, WTSV-AM-FM Claremont, WTSL Hanover-Lebanon and WTSN Dover, all New Hampshire. Purchase of WAEB Allentown, Pa., is pending FCC approval. Granite principals are W. F. Rust Jr. and Ralph Gottlieb. Mr. Rust is an electronic parts manufacturer and Mr. Gottlieb manages Granite.
- John W. Kluge has bought KOME Tulsa, Okla., from Oil Capital Sales Corp. for $165,000. Mr. Kluge has controlling interest in WILY Pittsburgh, WKDA Nashville, Tenn., KNOK Fort Worth-Dallas, Tex., WGAY Silver Spring, Md., and KXLW St. Louis, Mo. He also is the largest stockholder of WLOF-TV Orlando, Fla. Mark Evans, Washington radio-tv personality, is associated with Mr. Kluge in acquiring the Tulsa 5-kilowatter and has minority interests in KXLW and KNOK. Oil Capital is owned by the John Brown Schools, owners of KUOA-AM-FM Siloam Springs, Ark., and KGER Long Beach, Calif.
- Kenyon Brown has sold KLYN Amarillo, Tex., to Boyd Whitney for $110,000. Mr. Whitney is co-owner of KLOS Albuquerque, N. M. Mr. Brown owns KWFT Wichita Falls, Tex., 50% of KBYE Oklahoma City, 49% of KANS Wichita, Kan., and 33⅓% of KGLC Miami, Okla., also 33⅓% of KFEQ-AM-TV St. Joseph, Mo.

Hamilton, Stubblefield, Twining & Associates was broker for the KOME and KLYN sales.

New Storer Vice Presidents: WAGA's Frazier, WIBG's Baxter

THE board of directors of Storer Broadcasting Co. has elected Claude H. Frazier, managing director of WAGA Atlanta, and Lionel Baxter, managing director of WIBG Philadelphia, vice presidents of Storer, according to an announcement last Monday by Lee B. Wailes, executive vice president.

"The election of Frazier and Baxter as vice presidents of the parent company," said Mr. Wailes, "is not only in recognition of their outstanding achievements as managing directors, but, in addition, emphasizes the importance the local manager plays in our overall company plans."

Mr. Frazier, a native of Tennessee, is a veteran of 27 years in the broadcasting industry. He has been with WAGA nine years and has served the station in a number of positions. Mr. Baxter has been a broadcaster for 23 years. He was appointed manager of the new Storer station in Philadelphia last May. Mr. Baxter has been active in many civic organizations and in 1947 was honored by His Holiness Pope Pius XII as a Knight of St. Gregory the Great.

MR. FRAZIER

MR. BAXTER

New WLWT (TV) Color Gear: RCA-Built 'Studio-on-Wheels'

WLWT (TV) Cincinnati last week became equipped to originate live, local color television programs from a $250,000 roving "studio-on-wheels." The color unit, a complete mobile tv control room developed by RCA, is a streamlined van outfitted with video, audio and other equipment. It carries three RCA live color television studio cameras that can be operated remotely from the van for program pickups. Programs originated by the van can be relayed to the station transmitter via cable or broadcast microwave equipment.

The RCA color mobile unit was delivered Monday afternoon to Crosley Broadcasting Corp. which owns and operates WLWT. Keys to the "studio-on-wheels" were turned over to R. E. Dunville, president of Crosley Broadcasting, by David Newborg, RCA-TV equipment representative, on a special WLWT television program which was carried also by Crosley stations in Columbus and Dayton, Ohio.

WLWT is believed to be the second independent station in the U. S. to have a mobile color studio. Several years ago the late Klaus Landsberg, vice president and general manager of KTLA (TV) Los Angeles, designed and built a custom mobile color studio still used by the west coast station for live color remotes.

WAVZ Editorials Help Secure Local Housing Code Amendments

EDITORIAL support by WAVZ New Haven, Conn., helped secure passage of amendments to the New Haven Housing Code, despite editorial opposition to the amendments by the city's largest newspaper, Daniel W. Kops, executive vice president of WAVZ, reported last week.

Mr. Kops said the New Haven Board of Aldermen passed amendments last week to the code which require such accommodations as a bath for every six people, minimum numbers of windows and minimum sanitary conditions. Leadership in the move to secure the housing code amendments came from a Citizens Action Commission appointed by the mayor and representing top management of industry, Yale U., organized labor and government, Mr. Kops said.

WAVZ supported the group with broadcast editorials urging approval of the amendments, which the station believed to be in the public interest, Mr. Kops said.

EXECUTIVES of Bartell Group radio stations look at Gerald Bartell's (l) figures testifying to success of the station's ten-year "family life" programming theme. Also to affect the business picture is a 15% nighttime rate increase announced at a five-day management conference in San Diego, Calif., last fortnight. At the conference table with President Gerald Bartell are (l to r) Lee Bartell, managing director of the group; John F. Box Jr., executive vice president in charge of KRUX Phoenix, Ariz.; Morton J. Wagner, vice president of Bartell's Eastern Division, and Joe Wolfman, vice president, KCBQ San Diego. Bartell stations are WOKY Milwaukee, KCBQ, KRUX, WAKE Atlanta, WBMS Boston and WILD Birmingham.

President Gerald Bartell, in a speech on the "family life" programming concept, condemned "rock and roll radio operators and the news and music Johnny-come-latelys." "We speak out . . . against the flagrant invalidity of the 'pulpy' sensational approach to news and music," he said. He described research which led to evolution of Bartell "family" programming and formally designated the outlets "family stations."

A copy control plan to enable an advertiser to switch copy in 15 minutes on the entire station group was adopted at the San Diego meeting on recommendation of Mr. Box of KRUX. Others at the meeting were Mel Bartell, vice president-general manager of WOKY, and David Bartell, legal counsel.

KACE on Air in Riverside, Calif.

KACE Riverside, Calif., devoted its entire first week on the air, beginning June 22, to saluting its home city. Riverside Mayor E. V. Dales issued a proclamation making the week of June 24-30 "KACE Week." Each day the 1 kw station broadcasting at 1570 kc spent time covering a different segment of the city, from its government through its educational facilities and churches.

WEJL in 'Congressional Record'

THE *Congressional Record* of July 2 carries a letter signed by Cecil Woodland, general manager of WEJL Scranton, Pa. The letter, addressed to Rep. Joseph L. Carrigg (R-Pa.) and inserted by the legislator, describes WEJL's coverage of Senate Select Committee hearings at the Capitol on teamster union activities in Scranton. Covering the April hearings represented, Mr. Woodland says in the *Record*, "the only live, direct coverage by am radio or television in Scranton" and meant canceling a large number of commercial programs and absorbing heavy extra expense.

Blossom Heads Crowell-Collier

CROWELL-COLLIER Pub. Co. (KFWB Los Angeles), which has been operating since early February without a president, last week elected Sumner Blossom, former editor of the defunct *American* magazine, to the presidency. At the same time, the board picked R. Carl Chandler, chairman of Standard Packaging Corp., to succeed Wilton D. Cole as C-C board chairman. Mr. Blossom, with Crowell-Collier for 29 years, succeeds former President-Editor-in-Chief Paul C. Smith. Mr. Smith resigned last February after the company folded its remaining two magazines, *Collier's* and *Woman's Home Companion*.

KOSI
DENVER
SAN FRANCISCO
KOBY
Number One
RADIO BUY
HOOPER — PULSE
NIELSEN
KOSI — See Forjoe
KOBY — See Petry

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IN FRONT!

ONLY
WSAZ-TV
COVERS
THE
HUNTINGTON-CHARLESTON
MARKET

NIELSEN: NCS #2 1956
% PENETRATION OF COUNTIES IN COVERAGE

WSAZ-TV		STA. B	STA. C
100% COVERAGE COUNTIES	21	1	1
MORE THAN 75% COVERAGE COUNTIES	45	21	5
MORE THAN 50% COVERAGE COUNTIES	56	30	15
TOTAL COUNTIES COVERAGE	69	50	22

ARB: 8 out of TOP 12*
*February 1957

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
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DATELINES

Newsworthy News Coverage By Radio and Television

WASHINGTON—Radio's role in time of crisis was underscored by retiring Civil Defense Administrator Val Peterson in his report on the hurricane scene in Louisiana. Interviewed by newsmen after he had reported to President Eisenhower, Mr. Peterson described an electric device being developed by CDA to signal citizens to turn on their radios. The unit, resembling an electrical socket, would be plugged into outlets and triggered to make a noise by an impulse sent over power lines. Final tests have been scheduled for the device, which may be made available for $4-5.

LAKE CHARLES—On Tuesday, June 25, coastal Louisiana radio and television stations began broadcasting warnings of the storm that was to turn into one of this nation's more brutal weather disasters. Warnings and civil defense bulletins continued until Hurricane Audrey struck early Thursday, June 27, silencing most stations in its path.

KAOK Lake Charles made the switch to auxiliary power and weathered the storm. It stayed on the air through the emergency, broadcasting service messages and covering the devastation.

A THREE day series of management meetings were held at WOOD-AM-TV Grand Rapids, Mich., for TLF Broadcasters Inc., Time Inc.'s newly-established broadcasting subsidiary, and the heads of its radio-tv properties June 17-19. Pictured here at an informal session during the conference are (seated l to r): Hugh Terry, president and general manager of KLZ-AM-TV Denver; Weston C. Pullen Jr., Time Inc. vice president and executive vice president in charge of broadcasting operations for TLF Broadcasters Inc.; Willard Schroeder, president and general manager of WOOD-AM-TV; Eldon Campbell, vice president and general manager of WFBM-AM-TV Indianapolis, and Wayne Coy, president of Twin State Broadcasting Inc. Standing (l to r) are: Michael O. Lareau, WOOD radio sales manager; Phil Hoffman, vice president and general manager of WTCN-AM-TV Minneapolis, and G. Bennett Larson, president and general manager of KDYL-AM-FM and KTVT (TV) Salt Lake City.

KTAG-TV Lake Charles broadcast Weather Bureau warnings from Tuesday until sign-off Wednesday. Although the station was unable to go on the air as the hurricane hit Thursday, staffers stayed on the job. News and cameramen mounted marsh buggies (amphibious ducks) and helicopters to film the devastation. Engineers made emergency repairs and had KTAG-TV back on the air by Friday morning, helping coordinate refugee services, telecasting bulletins, appeals and instructions from Civil Defense headquarters and the sheriff's office. KTAG-TV supplied CBS with more than 1,500 feet of film of the hurricane, showing it at its height and the aftermath.

Facilities of KLOU Lake Charles were placed at the disposal of Civil Defense, Red Cross and government during the hurricane emergency. Many missing persons were located through KLOU. The story was fed to 17 stations of the Texas State Network, Texas Quality stations, CBS through WCCC Hartford, Conn., and other stations in Texas, Colorado and other parts of the country. Reports were collected by frequent helicopter trips over Cameron, La., and other hard-hit areas and from refugees who had fled to Lake Charles. KLOU, like most Lake Charles stations, was without power during the hurricane's height. After the emergency KLOU General Manager Roger S. Davison said, "I heartily urge every radio station in the United States to invest in an auxiliary power unit. This is the key, during an extreme emergency, to get complete coverage." The only unit which might have been available to KLOU was needed at a hospital.

Warning bulletins began on KPLC-TV Lake Charles as early as Monday evening before the Thursday catastrophe, telecast in news and weather shows and spotted throughout the program schedule. KPLC-TV was on the air Thursday, even though 90% of its coverage area was without power. Early storm pictures were aired before noon that day.

Between the time of the disaster and July 4, when a special 30-minute film report was scheduled on KPLC-TV, the station telecast 5,000 feet of film, feeding parts to NBC, Movietone News and to stations in New Orleans, Dallas and elsewhere.

PORT ARTHUR—With what KPAC Port Arthur, Tex., claims as the area's only emergency generator and auxiliary power unit, that station alone was able to broadcast through the worst of Hurricane Audrey, when other communications were out.

KPAC set up its hurricane watch a day before the full impact was felt. Staffers were spotted at critical points along the Gulf Coast area, ready to follow the storm's course. By 4 a.m. Thursday, June 27, the full KPAC staff was on duty. At 7 that morning, KPAC believes it was the only area station still able to operate. When local studio power failed, broadcasts were immediately switched to transmitter studios,

SAM THE SATURNIAN SAYS,

"Lokndj yd mdkinhdi? Dkineg hk dmej 22 skrk 32,"*

*Free Translation: "Who's a Martian? Best in view is Channel 22 also 32."

In Western New England Nearly Everyone Watches

WWLP Channel 22 Springfield-Holyoke, Mass.

WRLP Channel 32 Greenfield, Mass.

where emergency power was available. Losing touch with the Weather Bureau, KPAC gathered news reports by shortwave radio.

When boats were the only means of transportation in the inundated country, waterborne news staffers reported to the station by shortwave and radio-marine telephone. During this 24-hour period, at the hurricane's height, KPAC was working under direction of civil defense, Red Cross and disaster authorities. When skies cleared, station newsmen boarded planes to report the post-hurricane situation.

Work schedules stretched as long as 48 hours as the KPAC staff covered for its own listeners and fed reports to three networks and stations all over the country. But sleep wasn't all the staff lost. One announcer took off his shirt because he was warm. When it was time to put it back on, the shirt was gone, bundled off to a refugee center with clothes collected to meet emergency needs. Response to KPAC appeals for clothes and money was so heavy that the station had to cancel the requests for aid.

BEAUMONT—KTRM in this Texas city used all means available to broadcast complete Audrey coverage—including the front porch of a staffer's home in nearby Port Arthur, Tex., on the edge of the hurricane's center. Gordon Baxter reported from his rocking chair in front of his house as other staffers collected eye witness reports in the air, by telephone and by tape. Later Mr. Baxter went to Cameron, La., to report on the devastation there and recovery operations. Feeds were provided WOR-MBS New York, stations in Louisiana, Chicago, Florida, Alabama and Texas.

KFDM-AM-TV Beaumont sent a re-

THE Insurance City Open Golf Tournament, New England's largest and most important golf event, will be sponsored for the third time this year by the Connecticut Bank & Trust Co. on WHCT (TV) Hartford, Aug. 28-Sept. 1, according to a contract signed last fortnight in the offices of Wilson, Haight, Welch & Grover Advertising Agency, Hartford. At the signing are (l to r): John Brigham, WHCT account executive; Graham R. Treadway, vice president in charge of advertising of the bank; Lamont L. Thompson, WHCT sales manager, and Jesse J. Haight, president of WHW&G.

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BAND MUSIC*

MONTHLY FEES

1 yr. contract	2 yr. contract	3 yr. contract
$9.00	$8.00	$7.00

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THE BAND MUSIC SECTION CONTAINS:

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- * Detailed program notes for each selection.
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THE COLISEUM TOWER
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NEW YORK 19, N. Y.

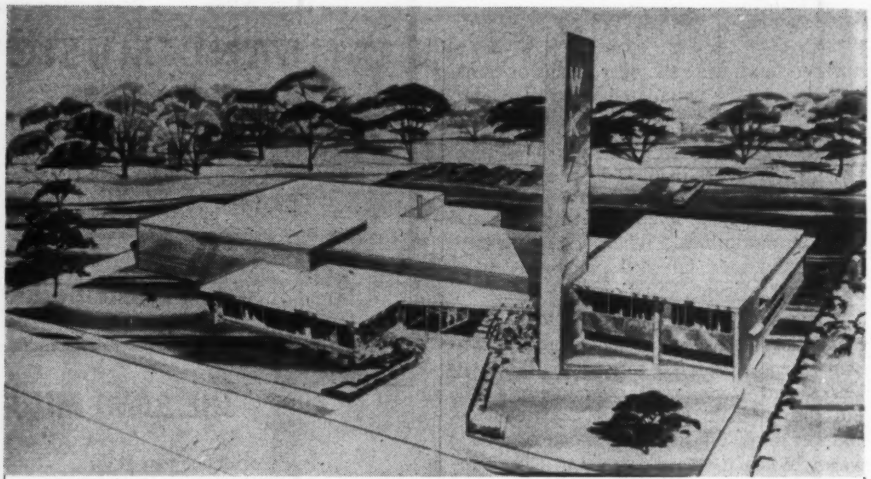
Media Director Sold on Audit Bureau of Circulations

MRS. H. C. R. KESSLINGER
Media Director
J. M. Kesslinger & Associates
Newark, New Jersey

"The reputation of ABC in itself alleviates the burden of the media buyer in the matter of selection and recommendation. In the battle between paid vs. controlled circulation, the ABC membership frequently becomes the deciding factor. It offers the necessary assurance that the publisher will deliver the promised circulation—how much, to whom—guaranteed."

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest paid circulation in its field, is basic for subscribers and advertisers alike.

BROADCASTING
TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION



CONSTRUCTION has begun on WKZO-AM-TV's new center at 590 Maple St. in Kalamazoo, Mich. The tri-level, 40,000-square-foot building (pictured above) is expected to be ready for use early next year. It will include a main tv and four radio studios, plus additional ones for radio and tv simulcasts.

porter-cameraman team to the Weather Bureau station to get the story of Audrey's approach early Thursday morning. When the hurricane hit Port Arthur, KFDM newsmen were there to meet it. Later, as the tidal wave rolled destruction across marshlands southwest of Port Arthur and through Sabine Pass, station newsmen rode in a duck with National Guardsmen on a rescue mission. Refugee passengers picked up by the unit were three calves, which rode the rest of the way with the team.

With the advent of flying weather Friday morning, KFDM newsmen went aloft to report the cataclysmic scene from Cameron, La., and other hard-hit communities. The stations continued to survey survival operations in the days following. KFDM-TV's film of the damage was claimed to be the first authentic report.

WBIG Greensboro, N. C., lost a staffer to a Beaumont, Tex., station some years ago. But Dick McAdoo remembered his old colleagues and telephoned a rare first-hand hurricane report while the storm was still raging.

NEW ORLEANS—NBC staffers, after airplane trouble and some miles of hiking with film equipment strapped to their backs, made it back to WDSU-TV studios in New Orleans June 29 with network reports of the desolate post-hurricane scene in Cameron Parish, La.

A news and camera team caught an amphibious plane out of Lafayette, La., but the vehicle cracked its nosewheel on takeoff. They boarded another plane and landed on a mud-covered airstrip in Cameron Parish. The pair tramped two-and-a-half miles through mud and animal life to photograph the survival story. The footage, rushed back to WDSU-TV studios, was relayed to WRCA-TV New York and made available to network stations as far west as Denver. Earlier, NBC News tracked the hurricane on radio and tv with the help of WDSU-AM-FM-TV, WBRZ (TV) Baton Rouge and KPLC-AM-TV Lake Charles, La.

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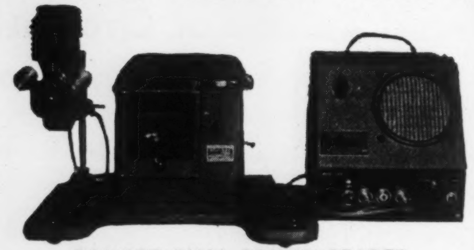
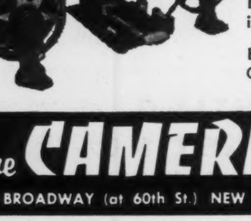


CAMART DUAL SOUND READER

- Edit single and double system 16mm or 35mm optical sound.
- Edit single system Magnastripe or double system magnetic sound.
- Easy to attach to any 16mm motion picture viewer to obtain perfect lip-sync matching of picture to track.
- Works from left to right and right to left.
- Magnetic Model $185.00. • Optical Model $195.00.

ECCO No. 1500 Speed Roll Applicator and Cleaning Fluid. Anti-static, anti-toxic.



Cleans, conditions and lubricates your film in one easy operation. Noninflammable, eliminates waxing, absolutely safe.

Ecco No. 1500 Applicator **$29.50**

ECCO No. 1500 Cleaning Fluid per gallon **$9.60**

ECCO No. 2000 Negative Cleaning Fluid per gallon... **$6.50**

CAMERA MART

at Columbus Circle next to New York's new Coliseum

the CAMERA MART inc.

1845 BROADWAY (at 60th St.) NEW YORK 23 • PLaza 7-6977 • Cable Cameramart

Free Tv Will Match Pay-See In Programs, Weed Reminds

"NO television station or network will relax its programming efforts to accommodate the hopes of toll tv," according to Joseph J. Weed, president of Weed Television Corp., station representatives.

In a report of client stations, the station representative emphasized that the promoters of toll tv are proceeding on the premise that whenever they schedule a special attraction, the standard tv stations will just stand by with secondary attractions.

"It seems to me," Mr. Weed said, "that the standard television stations have already established topflight programs in all categories, and from season to season commercial television is offering better shows and attracting greater audiences.

"Over a period of several years our present television system has developed an audience of many millions and this audience will not be lost very rapidly. In my opinion it will grow and grow, and home viewers will continue to enjoy standard tv with no added coin gadgets, no meters and no program bills."

Mr. Weed also noted: "While the tollsters wax enthusiastic over sports and film programs that are far from being definitely available to them, they have shunned mentioning such down-to-earth facts as the viewers' added costs—costs over and above the look-in fees. They avoid mentioning the fact that the receiver must be the viewer's own, and that it must be continually serviced and maintained at his expense."

Reilly Opens Rep Firm

WILLIAM J. REILLY, who resigned last month as vice president and Chicago manager of Adam Young Inc. [B•T, June 10], has announced the opening of his own station representative firm, William J. Reilly Inc., with offices at 55 E. Washington St. (Room 1050), Chicago. Telephone number is Andover 3-6137.

WCBS-TV, NYU Plan Tv Class To Give Winter Semester Credit

SAID to be the first university course to be televised for credit in the New York metropolitan area, a course in comparative literature will be offered this fall by WCBS-TV New York and New York U. It will include 76 telecasts and will be presented 6:30-7 a.m. Monday-Friday. Tuition is $75 and viewers must register at NYU as regular students and meet all scholastic requirements. The only difference is that they can attend "class" at home via their tv sets and WCBS-TV.

Plans for the course, "Comparative Literature 10," were announced by Dr. Carroll V. Newsom, president of NYU, and Sam Cook Digges, general manager of WCBS-TV. Lectures will begin Sept. 23 and end Jan. 10, 1958. Dr. Floyd Zulli Jr., assistant professor of romance languages at the university's College of Arts & Sciences, will be the instructor. Dr. Zulli's television experience includes the NYU *University* series on WATV (TV) Newark. NYU has had other programs on WCBS-TV for five years.

WCBS-TV will donate time and facilities. The station also will staff the program with a director, program assistant and secretary. Warren A. Kraetzer, director of the university's office of radio-television, will produce the program.

Communications Arts Department Established by Notre Dame U.

THE U. of Notre Dame has established a Dept. of Communications Arts, embracing radio, tv, journalism, speech and drama effective next September, it has been announced by Rev. Theodore M. Hesburgh, C.S.C., university president.

This replaces journalism and speech departments at Notre Dame's College of Arts and Letters, headed by Prof. Thomas J. Stritch, who became chief of the new department.

Fr. Hesburgh noted the inter-relation of radio, television, the daily press, advertising and public relations in personnel shifts and said the department underscores "the unity of the entire communications field." He said the trend toward communications arts units in many schools "reflects the search for essential educational disciplines rather than narrow technical training in these areas."

Students at Notre Dame, assigned to the new program in their junior and senior years, may choose from various courses and get practical experience at WNDU-AM-TV South Bend, university-owned stations, and at WSND, closed-circuit student station, he said. Under the new program they may take classes in telecommunications, documentary film, acting, directing, voice-training, writing and editing news, advanced reporting, article writing, advertising, public relations and other subjects.

Ford Supported Fund Reports On Tv-in-Classroom Projects

PROGRESS of tv in classrooms was outlined in a report for 2½ years ending Dec. 31, 1956, of the Fund for the Advancement of Education. The Fund, according to the report, has supported classroom tv projects in Pittsburgh public schools and in schools of Washington County, Md. (tv in all 47 county schools). At the college level, the Fund is helping to support experimental tv teaching at Pennsylvania State U., Stephens College and Fisk U.

Two projects underway to use open-circuit tv for bringing college work to students not able to attend classrooms at San Francisco State College and the Chicago City Junior College. The Fund has spent about $500,000 to support "promising experimentation or planning" at 34 colleges throughout the U. S. This was on the recommendation of the committee on utilization of college teaching resources.

The Fund, set up by the Ford Foundation in 1951 to work in the field of formal education, has received $57 million in Ford grants, and in the 2½ years covered by the report, spent $851,994 on programs it directly administers while making grants totaling more than $9.3 million.

RCA Course Completed by 20

TWENTY high school seniors were "graduated" by RCA upon completion of a special orientation course conducted by RCA to acquaint them with career possibilities in the expanding field of electronics engineering. The 12-week course, which included lectures, demonstrations, and laboratory instruction, was conducted one night a week at Moorestown, N. J., by RCA electronic engineers, participating on a voluntary basis.

EDUCATION SHORTS

Miami U. is constructing 60 by 120 foot building to house its radio and tv studios and instruction facilities. Estimated cost of building: $150,000.

New School for Social Research, N. Y., offers script-writing and tryout theatre for radio, television, stage and movie writers, during summer term. **Flora Rheta Schreiber,** writer and educator, is in charge of auditions.

U. of California at Los Angeles acquires truck and trailer mobile unit for use of television division. Truck is two-ton GMC, with over six feet head room and overall length of 15 feet. It contains built-in five kw generator sufficient for university's three-vidicon tv chain and considerable lighting, making unit independent of power sources. Trailer is 20 feet long and is fitted with production and video desks, cabinets and interior lighting.

THE PEOPLE'S CHOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

WROV
your
best buy
in ROANOKE!
who
says
so?
THE RATES
AND THE
RATINGS!

New '57 Pulse shows WROV first in Roanoke from 5 pm to midnite with 38% average share of audience; second from 5:30 am to 5 pm with 23% share of audience. Compare rates and you'll put your money on WROV, Roanoke's red-hot station for "pop" music, sports and sell-appeal personalities.

exclusive!
complete Dodgers' baseball!

represented by Burn-Smith Co., Inc.

WROV
ROANOKE • VIRGINIA

Burt Levine, president

1240 on your dial

Several Firms Ready To Sign With Weaver

SEVERAL advertisers last week reportedly were on the verge of signing for Sylvester L. (Pat) Weaver Jr.'s "Program Service" that is set for a 14-city lineup on Aug. 26 [CLOSED CIRCUIT, July 1].

The pre-debut spark among these advertisers was struck at the same time that Bernard Goodwin, president of DuMont Broadcasting Corp., and Mr. Weaver jointly announced WABD (TV) New York and WTTG (TV) Washington as affiliates of the baby network.

Mr. Weaver claimed that with these two stations, WGN-TV Chicago (announced earlier as an affiliate) and still other stations not yet formally signed, the service will cover 23 million tv homes, or 59.3% of the tv home total in the U. S.

Actually, Mr. Weaver appears to be on schedule. Earlier in the year when he announced his plans, Mr. Weaver expressed his hopes to be on the air with a daytime program sometime in the fall [B•T, April 15]. At this point, it looks as if Mr. Weaver may have two daytime shows and one nighttimer, all live, on the air by the fall.

Taylor-Reed Corp. (Cocoa-Marsh), through Hicks & Greist, New York, has signed for *Ding Dong School,* the former NBC-TV daytimer that will be telecast from New York Monday-Friday, 10-10:30 a.m. in 14 cities. The other two programs will be launched reportedly are *Mary Margaret McBride* at 10:30-11 a.m. (from New York), also Monday-Friday, and *Saturday Night Party,* 10:30 p.m.-midnight on Saturday (from Chicago).

Taylor-Reed thus far has been the only advertiser actually signed by Mr. Weaver but John H. Breck Inc. and Miles Labs (Bactine antiseptic) have been mentioned as ready to encamp with the baby network's future. Also understood to be eyeing Mr. Weaver's programming are an unidentified cereal company and a toothpaste advertiser. Reportedly a number of agencies are contacting Mr. Weaver for specific details on the network lineup.

Mr. Goodwin thought the affiliation with Mr. Weaver would mean the DuMont stations would be "on the way to a new position of leadership in these major cities [New York and Washington]" while Mr. Weaver noted that the DuMont stations have a record of "outstanding" public service in their respective cities, "one in the Nation's Capital and the other in the nation's number one television market."

Bonds Program Production Set

BOB WOGAN, eastern program manager, NBC, Ed Halbert, radio-tv director of the Savings Bonds Division of the U. S. Treasury, and Herbert M. Moss, president of Gotham Recording Corp., have made final arrangements for production of *Stars for Summer,* a taped summer series to be heard on NBC 10:05-10:30 p.m. The series, to be produced by Mr. Moss on behalf of Gotham, will be presented on behalf of U. S. savings bonds and will feature Bill Cullen as m.c. Initial broadcast is set for Wednesday.

DUMONT's *WABD (TV) New York and WTTG (TV) Washington become affiliates of Program Service as this contract is signed by (l to r) seated, Bernard Goodwin, president of DuMont Broadcasting Corp.; Sylvester L. (Pat) Weaver, president of Program Service; standing, Bennett Korn, vice president-general manager of WABD; Richard Buckley, vice president and director of programming and sales for DuMont Broadcasting, and Frederick W. Wile, an associate of Mr. Weaver.*

Board Asks Toll Tv Franchise for L. A.

ESTABLISHMENT of toll tv system in Los Angeles came a step nearer to reality last Tuesday when the city's Board of Public Utilities and Transportation recommended to the City Council that a franchise for a closed-circuit tv system be offered for sale. The recommendation goes first to the industry and transportation committee of the council and then to the council itself for final action.

Terms of the non-exclusive franchise recommended by the public utility board call for the franchise holder to pay the city either 2% of gross revenues from the closed-circuit toll tv operation or 1% of the gross plus five hours of time a week which the city could use for educational or cultural programming of its own. The company also would be required to post a bond of $25,000 to protect the city against such contingencies as that of the franchise holder giving up and leaving the city with the task of removing equipment he had installed. Another requirement recommended by the board is that the franchise holder must have begun installing equipment within two years from the date of the franchise, and that he must proceed with diligence to get the closed-circuit tv system into operation as rapidly as possible.

The decision followed argument before the board of representatives of Skiatron Tv Corp., applicant for the Los Angeles franchise, and International Telemeter Corp., Paramount subsidiary which, like Skiatron, has developed a system of toll tv. Telemeter, which the week before had opposed not only the Skiatron application but any immediate grant of such a franchise by the city [B•T, July 1], warned that precautions be taken to prevent a franchise that "is legalistically non-exclusive" from becoming an exclusive franchise for all practical purposes.

Louis A. Novins, vice president and general manager of Telemeter, said that when his company ran its experiment with toll tv in Palm Springs, Calif., it had a non-exclusive license. But, he stated, because of other wires previously installed on the poles in Palm Springs, the Telemeter cables had to be placed at the minimum heights permitted by the city. Therefore, he said, any other company receiving a toll tv franchise there would have had to rearrange all of the wiring on the present poles or have put in its own poles, in either case being put to an expense so excessive as virtually to keep it from undertaking the job. Studies made in Los Angeles indicate the same situation may exist there, he said.

But when President Blase A. Bonpane of the utility board had brushed away that contingency as one that might frighten Telemeter but not the city, the Telemeter representatives left no doubt that Telemeter, too, would apply for a toll tv franchise within the city of Los Angeles. The reason that such an application is necessary there is that, unlike most cities, the city itself erected the poles and authorizes their

IN a July 1 dedicatory broadcast from the Brazilian Embassy in Washington, D. C., Brazil's Ambassador (seated) Ernani do Amaral Peixoto and Walter S. Lemmon, president of international radio station WRUL New York, inaugurate the World Wide Broadcasting System's daily program in Portuguese to Brazil.

use by the telephone and public utility companies and therefore controls the uses to which they may be put. The normal situation is for the telephone company to install its own poles and wires and cables, so that another service, such as closed-circuit toll tv, could arrange for the delivery of its programs to the homes of subscribers by dealing directly with the telephone company, without any need for a city franchise.

Allen Lane, Skiatron vice president and chief engineer, talking to newsmen following the hearings, stressed the fact that Skiatron "is not in the equipment business. Our sole interest is to provide a program service for the public, a service based on sports events which are now blacked out of tv and similar desirable programs not now available to the viewing public at home." Mr. Lane said his company's arrangements with Westinghouse and Motorola would make an adequate supply of receiving apparatus ("as many as 20,000 units a week if necessary") available whenever they are wanted.

An interested spectator at the hearing was Leonard Reinsch, executive director of the Cox stations (WSB-AM-FM-TV Atlanta, Ga., WHIO-AM-FM-TV Dayton, Ohio, WCKR-WCKT (TV) Miami, Fla.).

Moore Heads Station ID Firm

WILLIAM J. MOORE has announced formation of Station Identification Inc., Long Island City, N. Y., providing a custom library of station identifications for music and new stations. Offering the Bill Meeks Library, the firm handles (in addition to station ID's) news, time, melodic, weather and other ID's. Currently in use by several radio groups, the service is licensed on an annual basis with area exclusivity. The firm has eastern headquarters at 24-64 45th Street, Long Island City 3. Pams Advertising, 3001 Indiana, Dallas, Tex., is handling the Meeks library in western states.

Pepsodent Contest Won By WEEI's Russell

LEVER Bros. last week announced the winners of its nationwide Pepsodent disc jockey promotion competition held in connection with the toothpaste's "Wonder Where The Yellow Went" consumer contest. Top prize went to Tom Russell of WEEI Boston.

Mr. Russell will be rewarded with a 40 x 20 ft. Ester Williams swimming pool valued at $6,000. Second place winner of a 36 x 18 ft. pool worth $5,000 is Doug Pledger of KNBC San Francisco.

Originality and creativity in promoting the Pepsodent consumer contest based on the well-known "Yellow Went" jingle were the major points considered in judging the disc jockey competition.

Chosen as third place winners of a $650 Johnson 35 h.p. outboard motor were Fred Beck, KABC Los Angeles, and Gordon Eaton, WCCO Minneapolis. Fourth place awards of 5½ h.p. Johnson motors went to Ed Harvey, WCAU Philadelphia; Hal Jackson, WLIB New York; Phil Sheridan, WFIL Philadelphia, and Jack Walker, WOV New York. Fifth place winners received transistor radios. Pepsodent's agency is Foote, Cone & Belding, New York.

Blimps Promote WSOC-TV

TWO baby blimps which say "Watch Channel 9 . . . Most People Do," have been launched by WSOC-TV Charlotte. One blimp can be seen flying daily in the heart of downtown and the other flies above a local drive-in which is adjacent to a multimillion dollar coliseum.

WGN-TV Issues Viewing Report

THEME of mobility as television's "second new dimension" is advanced in a report issued by WGN-TV Chicago on summer viewing habits. Titled "Summer Audiences and WGN-Television" and compiled under supervision of Charles A. Wilson, sales promotion manager of WGN Inc. (WGN-AM-TV), the study cites a six-fold increase in production of 15-inch and smaller tubes, used mostly in portable sets, for 1956 over the previous year. Another finding is that average homes during July-August 1956 spent three hours, 23 minutes per day in televiewing. The report draws on data from Advertising Research Foundation, Radio-Electronics-Television Mfrs. Assn., Nielsen Tv Index, U. S. Census Bureau, Standard Rate & Data Service and trade magazines.

WBZ-TV Issues Coverage Map

WBZ-TV Boston has issued a four page color brochure which gives a coverage map of the station. The booklet also gives the population, households, tv homes, retail sales and consumer income in WBZ-TV's B Contour coverage area. Statistics cover 13 counties in Massachusetts, three in Connecticut, five in Rhode Island, six in New Hampshire and one in Maine.

FLEXIBILITY

—the KEYNOTE of STANDARD'S

5 OUTSTANDING TRANSCRIPTION SERVICES

You can buy and/or lease *one* or *all;* in *whole* or *part;* we'll build just the "package" you want, tailored to your exact needs. Just ASK us!

THE LAWRENCE WELK LIBRARY— Welk at his smoothest, latest and best; 212 tunes, plus Welk voice tracks, themes, program formats —leased at low, low weekly cost.

SHORTY TUNES—As big as a minute (more or less) but they do a GIANT job; let you squeeze in more commercials without telltale needle lifting. New pop and standard tunes every month. Painlessly priced.

JINGLES and COMMERCIAL AIDS —About 400 cleverly written *original* jingles and production gimmicks in 25 business categories for local selling. We lease 'em very reasonably.

SUPER SOUND EFFECTS—Largest and finest collection of authentic effects, recorded from life! Countless uses; priced low—by the disc or entire Library.

STANDARD PROGRAM LIBRARY— Impressive in size and range, this famous Library contains over 5,000 musical selections! Offered on f-l-e-x-i-b-l-e OUTRIGHT PURCHASE PLAN.

WRITE
for full details of any or all of Standard's Big 5 Services —and our F-l-e-x-i-b-l-e Package Plan.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

a giant's voice

Heard throughout the Rocky Mountain West...is the welcome voice of KOA-RADIO! It's the giant 50,000 watt voice that has dominated the rich Western Market for over 32 years!

GIGANTIC RESULTS—

KOA-RADIO is the giant selling force in the West...the only voice you need to reach—and sell—the entire Western market!

Call NBC Spot Sales

KOA Radio
DENVER
One of America's great radio stations
850 Kc • 50,000 WATTS

LIBEL
SLANDER
PIRACY
PRIVACY
COPYRIGHT

Guard against embarrassing loss by having our unique, special INSURANCE which is adequate and surprisingly inexpensive.

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

THE TEN tv station promotion managers whose greetings to Ed Sullivan on his CBS-TV show's ninth anniversary won them trips to New York [B•T, June 24] were treated to a luncheon at Jones Beach, Long Island, an appearance on Mr. Sullivan's show, and a buffet dinner with the cast and crew. Pictured at Jones Beach are (l to r) seated: John Cohan, general manager, KSBW-TV Salinas-Monterey, Calif., Grace McElveen, WAFB-TV Baton Rouge, La.; Isobel McDonald, CFRN-TV Edmonton, Alta.; Gene Godt, WCCO-TV Minneapolis; standing (l to r) Emory Culclasure, WFMY-TV Greensboro, N. C.; Robert Van Driel, KGGM-TV Albuquerque, N. M.; Pearson Ward, KTTS-TV Springfield, Mo.; Don Shepherd, WRDW-TV Augusta, Ga.; Milt Watson, WSBT-TV South Bend, Ind., and Paul Proctor, WTVH (TV) Peoria, Ill.

D-F-S's Stan Hamer Wins 'Great White Hunter' Contest

STAN HAMER of Dancer-Fitzgerald-Sample, New York, is the winner of KYA San Francisco's "Great White Hunter" contest and gets an all expense paid vacation for two in Africa [B•T, April 15].

The winner of the contest was picked when a "lucky number" was drawn from a mahogany bongo drum by a Scandinavian Airlines hostess. It was open to all timebuyers in markets where KYA has national representation. The trip which Mr. Hamer won is reportedly estimated at $4,000.

Everyone who entered the contest received an antique pith helmet and was put on the mailing list for eight promotional communications from the "Great White Hunter" himself from Africa. The series of letters constituted a direct mail campaign which will be entered by KYA in the 1957 National Direct Mail Advertising Competition.

WBC Covers NEA Convention

WESTINGHOUSE Broadcasting Co. is covering the annual convention of the National Education Assn. in Philadelphia, according to Gordon Hawkins, educational director of WBC. Overall WBC plans include taped interviews with selected delegates from the areas of Westinghouse stations; taped panel discussions of key subjects of the conference, and direct wire news reports of conference highlights to be sent to WBC stations for inclusion in their newscasts. Taped programs are flown from Philadelphia to WBC stations WBZ-WBZA Boston-Springfield; KDKA Pittsburgh; KYW Cleveland; WIND Chicago; WOWO Fort Wayne and KEX Portland.

WCFL's 'Christmas in July'

WCFL Chicago set up a 58-station closed-circuit radio network to host client and agency representatives at a "Christmas in July" reception. The station arranged the novel setup for General Finance Co., major sponsor of its year-round sports package including regional network broadcasts of all Chicago White Sox games, and its agency, Gordon Best Co. Short talks were beamed by client, station and sports figures to the Chicago Yacht Club, scene of the cocktail party, and affiliated stations of the Sox baseball network. Event was based on the theme that December is traditionally the big month and July the slowest in the loan business. Among the speakers: Marty Hogan, general manager of WCFL; E. F. Wonderlic, General Finance president; Charles Comiskey, Sox president, and sportscasters Bob Elson and Don Wells. Over 150 client representatives were reported present.

WTTM Follows Vacationers

WTTM Trenton, N. J., reports it is following its audience this summer. The station has opened summer studios at the Seaside Heights Casino on the Jersey Shore. The spot is a favorite with a majority of WTTM listeners, according to the station. WTTM is broadcasting from the resort 8:05 to 10 p.m. on Tuesdays through Fridays and from 2:05 to 4 p.m. on Saturdays. Interviews with vacationers in the WTTM broadcast area and reports of their activities, as well as music, are featured in the programming. The broadcasts are piped back from Seaside Heights to the station's Trenton studios and transmitter for broadcast.

PGW Stations Distribute Booklet on U. S. Economy

"BROADCASTING's greatest opportunity to sell and to serve lies ahead," the entire list of radio and tv stations represented nationally by Peters, Griffin, Woodward is telling the advertising fraternity.

A 16-page booklet, with abundant use of modernistic illustrations and well-documented with facts on the U. S. economy, radio-tv and population, has been sent to agencies, advertisers and others in the trade. Dedicated "to the next 25 years," the booklet salutes PGW, currently in its 25th year of business.

Theme: The U. S. with 170 million population (as of Feb. 15, 1957), growth in housing needs, in buying, in consuming and in advertising expenditures, is being accelerated. To meet it, broadcasters are pledging themselves to greater service to the audiences and a more effective job for advertisers.

WBNY Inaugurates New Format

WBNY Buffalo, New York, announces a change in format with new music and news programming. The new format, titled "Operation Big Change" was promoted with teaser campaigns about "the new sound around town." The new system also includes mutual cooperation between radio stations—WWDC Washington, WHDH Boston and reportedly 60 others—to bring direct, live, on-the-spot reports of all major news events.

WABC Plugs New Personality

TO introduce its new disc jockey, Herb "Oscar" Anderson, to New York trade and consumer editors, WABC New York last week sent them a sample disc of Mr. Anderson's program while he was a personality at WDGY Minneapolis. Mr. Anderson will make his debut on the station July 8 with a Monday - through - Saturday early - morning program (6-9 a.m. EDT).

KOSI
DENVER
SAN FRANCISCO
KOBY
Number One
RADIO BUY
HOPPER – PULSE
NIELSEN
KOSI — See Forjoe
KOBY — See Petry

AWARDS

CBS awarded radio-tv citation of N. Y. Board of Rabbis for "its outstanding efforts on behalf of religious programming." Citation made note of three programs: *Church Of the Air* (CBS Radio), *Lamp Unto My Feet* (CBS-TV) and *Look Up and Live* (CBS-TV).

WISN-AM-TV Milwaukee's "Musicana" programming cited by 40,000 member Milwaukee County Radio-Tv Council for "best music and personality programming in city."

Ozzie Nelson, star of ABC-TV's *The Adventures of Ozzie and Harriet,* received honorary "Doctor of Humane Letters" degree from Rutgers U.

Bob Ellsworth, announcer, WTIC Hartford, Conn., belatedly recieved Bronze Star Medal from U. S. Army "for exemplary conduct in ground combat against the armed enemy on or about July 4, 1944, in the Pacific Theatre of Operations, while assigned as private, 128th Infantry Regiment."

RCA, Camden, presented with Community Service Award of South Jersey Public Relations Assn., "in acknowledgement of its outstanding corporate good citizenship."

WGAL-TV Lancaster, Pa., received award of merit from National Advertising Agency Network, for advertising campaign which ran in B•T.

KTHS Little Rock, Ark., show *Action on the Farm Front,* featuring station Farm Director Marvin Vines, has won second consecutive first place award of Public Utility Adv. Assn. Sponsored by Arkansas Power & Light Co., show was in competition with 52 other utility-sponsored programs.

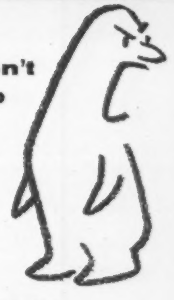
WCKY Cincinnati received first place award in Ohio State Bar Assn.'s Annual Journalism Awards, for its documentary program of prison *The Long Wait,* for "most constructive contribution to the science of jurisprudence and administration of justice." **Paul Miller,** station's program director, took first place in category for individual journalists, broadcasters and telecasters, for same series of programs.

WKAR-AM-FM East Lansing, Mich., (Michigan State U. educational station) received award from Veterans Administration "in recognition of 10 years participation in the broadcast of the series *Here's to Veterans."*

WBAL-TV Baltimore received award from National Assn. of Mental Health in New York, in recognition of station's film production, *Will I Be Welcome?* half-hour original documentary dealing with problems of mentally ill.

WGST Atlanta received YMCA Distinguished Service Award for its help in "promoting the Young Men's Christian Association's Centennial Development Program."

TOPS
IN BALTIMORE
WCBM
CBS
• Top local shows!
• Top CBS shows!
• Top ratings!
• Top "buy" for every advertiser!
WCBM
10,000 watts on 680 k.c.
Baltimore 13, Md.
THE BOLLING COMPANY, INC.
Exclusive National Representatives

you don't have to shout to be heard...

say it over
WJR
the radio station that reaches and influences the fifth richest market in the country . . . the Detroit-Great Lakes area.
Here's WJR's primary coverage area. Ask your Henry I. Christal man for proof of WJR's dominance.

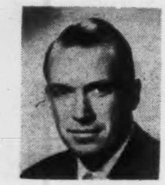
The Great Voice of the Great Lakes
WJR Detroit
50,000 Watts CBS Radio Network

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Charles S. O'Donnell, vice president of Geare-Marston division of Ruthrauff & Ryan, N. Y., elected vice president of R&R.



◄ **Gardner Barker,** vice president in charge of new products and acquisitions, promoted to executive vice president at Thomas J. Lipton Inc., Hoboken, N. J.

Grace McMullen, radio-tv estimator-timebuyer, Gardner Adv., St. Louis, named chief timebuyer. **Warren Wiethaupt,** Gardner media buyer and **Fred Thumin,** research assistant, promoted to chief spacebuyer and group supervisor in research department, respectively.

Daniel Potter, member of tv department, William Esty Co., and before that vice president of media on Procter & Gamble at Benton & Bowles, joins radio-tv department of Norman, Craig & Kummel, N. Y., as director of radio-tv media.

Eugene Peterson, creative and research departments of Campbell-Mithun, Minneapolis, and **Scott Park,** Needham, Louis & Brorby, Chicago, named assistant to creative director and tv art director, respectively, for Campbell-Mithun.

Norman C. Sabee, formerly national advertising manager for Crosley & Bendix Home Appliance Div., Cincinnati, to Kudner Agency Inc., N. Y., as account manager on Frigidaire.

Roy B. Dill, advertising manager of Socony Mobil's Central Marketing Region, retired June 30 after 30 years of service.

◄ **Herb Gottschalk,** creative director, C. Wendel Muench & Co., Chicago, reappointed advertising manager for Lucky Heart Labs Inc. (cosmetics), Memphis, Tenn. He previously had been with Lucky Heart for three years as advertising manager.

BEN DUFFY, BBDO president, here makes his first appearance, with Mrs. Duffy at an agency function since he suffered a cerebral hemorrhage last Dec. 3. The function: BBDO's annual spring outing, held last fortnight at the Westchester Country Club in New York.

Francis Nestler, formerly with Pacific Hotel Publications Inc. as production manager of *Guest Information* (west coast guide book for hotel guests), to McCann-Erickson, L. A., as assistant production manager.

H. C. Pat Patterson, manager of Kelvinator's commercial division (American Motors Corp.), since 1946, will retire July 31. He has been with Nash-Kelvinator since 1937.

Eric Marker, account research, Kenyon & Eckhardt, N. Y., promoted to supervisor of market research. **Dr. Alberta Gilinsky,** assistant account research supervisor, advanced to account research supervisor.

Dr. Elsa A. Whalley, formerly research psychologist, Social Research Inc., Chicago, to Honig-Cooper Adv., S. F., as consumer motivation specialist.

Lawrence Gayda, vice president-art director, Ruthrauff & Ryan, N. Y., to Burke Dowling Adams N. Y., as art director.

Royal Alcott, formerly film production manager for Leo Burnett Co., Hollywood, to Wade Adv., same city, as producer-director in radio-tv department.

Edward J. Grebow, previously assistant account executive and creative writer at Erwin, Wasey, to Compton Adv., Chicago, as copywriter.

William G. McCarthy, 34, executive at J. Walter Thompson Co., N. Y., died June 28 at his home in New York City following heart attack.

FILM

John B. Dalton, account executive, NBC Network Sales department, to CBS Television Film Sales Department, as account executive.

Norman Ferguson, film animator, appointed director at Hollywood studios of Shamus Culhane Productions.

Irving Moore, assistant director at Screen Gems, tv subsidiary of Columbia Pictures, promoted to director.

Jerry Thomas, story editor on Screen Gems *Adventures of Rin Tin Tin* series, promoted to associate producer. **Sam Manners,** assistant to producer of series, named production supervisor.

Ben Levine, formerly booker with Columbia Pictures, joins AAP Inc. as film expediter.

NETWORKS

Alan Beaumont, one of directors of NBC-TV's *Home* show, appointed producer of new *Arlene Francis Show* which will start early in August.

Felix Owens, staff photographer with Southern Calif. Publishing Co., to photo editor, CBS Television Press Information staff, Hollywood. **Don Anderson,** from copy desk, *Los Angeles Times,* to CBS special projects division of same department.

Maude Archer, supervisor of telephone services for NBC, retired after 28 years of service.

STATIONS

◄ **William A. Patton,** commercial manager, KSIZ-TV Corpus Christi, to KLFY Lafayette, La., as vice president-general manager.

Ray Bartlett, general manager, KNLR North Little Rock, Ark., named vice president and secretary-treasurer of Arkansas Valley Broadcasting Co.

◄ **Irv Lichtenstein,** director of publicity and promotion, WWDC Washington, named vice president in charge of publicity, audience and sales promotion, and research activities. Mr. Lichtenstein joined WWDC in 1949 as news writer. He

1
United Press news produces!

subsequently became publicity director and director of publicity and promotion.

Wayne A. Boyd, business manager, WHTN-TV Huntington, W. Va., named treasurer of Cowles Broadcasting Co. (KVTV [TV] Sioux City, KRNT-AM-TV Des Moines, WNAX Yankton, S. D., and WHTN-TV).

◄ **S. John Schile,** formerly with KLOR Portland, named general manager of KMSO-TV and KGVO Missoula, Mont., succeeding **A. J. Mosby.** Mr. Mosby will retain presidency of Mosby's Inc., owners of stations.

Philip Whitney, chief engineer, WINC Winchester, Va., named general-commercial manager. He also continues with station as chief engineer. **James B. Holder,** WINC general manager, transfers to WHYL Carlisle, Pa., and **Philip Potter,** WINC program director, becomes general manager of WSIG Mount Jackson, Va. All stations are owned by Richard F. Lewis Jr. Inc., Winchester. **Gordon Walsh,** WXEX-TV Petersburg, Va. and **Roy Nester,** formerly with WLW Cincinnati and WFDF Flint, Mich., join WINC as announcers.

Charles M. Conner, formerly with WTCN Minneapolis, to WGRY Gary, Ind., as station manager.

◄ **John Frederick Cundiff,** formerly sales manager of KCRG-TV Cedar Rapids, Iowa, to WNHC-AM-FM-TV Hartford, Conn., as sales manager.

Byron E. Anderson, national radio sales manager, KSTP St. Paul, named sales manager.

◄ **Ray Carow,** manager of WCTV (TV) Thomasville, Ga., to WALB-TV Albany, Ga., as sales manager.

Wally Blake, operations manager-newsman-photographer for KIVA-TV Yuma, Ariz., to KICO Calexico, Calif., as assistant manager and promotion director.

Richard C. Landsman, account executive, Katz Agency, N. Y., to WBAL-TV Baltimore as assistant sales manager.

◄ **Edwin Lasko,** WKZO Kalamazoo, joins WSJV-TV Elkhart as assistant manager and **Bill Dorrow** named WSJV-TV program production manager.

THE METROPOLITAN VOICE

RADIO WSRS

GREATER CLEVELAND'S NUMBER 1 STATION

SRS "Radio-Active" MBS

HIGH 120 ARIZ.
LOW 27 COLO.
KOOL-TV

REAL kool kid is Sharon Chauncey, one of the 16-year-old twin daughters of Tom Chauncey, president and general manager of KOOL-AM-TV Phoenix, Ariz. Sharon does the tv weather show in a costume created for her by Jeanne Murphy, wife of Jack Murphy, assistant station manager.

◄ **Vince Doyle,** formerly sports director for WJVA South Bend, Ind., named national sales director for WSJV-TV and **Don Fuller,** WSJV-TV, promoted to position of regional and local sales director.

Ken McKendree named sales manager of WTRL Bradenton, Fla., and **Charles Blake,** program manager. Other appointments announced: **Alan Mills,** chief engineer; **Jon Clark,** assistant program manager, and **Danny Huth** and **Dan Beach** named staff announcers.

John L. Vath joins WWL New Orleans as commercial manager, succeeding late **Larry Baird.**

Ray Baker, formerly vice president-commercial manager, KOMO-AM-TV Seattle, to KFSD San Diego as director of sales.

◄ **Paul Klempner,** radio presentation writer at ABC New York, joins WQXR New York as director of sales development, newly-created position.

◄ **Garry F. Vorhees,** production manager, WTRF-TV Wheeling, W. Va., named program director. **J. Eddie Johnson,** public service director for WTRF-TV succeeds Mr. Vorhees.

Karen Webster, continuity, KENE Toppenish, to KIMA Yakima, both Wash., as continuity director. **Ted Cooley** named assistant in production for KIMA-TV and

ONE OF THE FIRST 100 MARKETS

QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

WHBF

RADIO & TELEVISION

FIRST IN RADIO

1st In Downstate Illinois*
1st In The Quad-Cities
according to NCS No. 2

* All 68 stations outside of Chicago

CBS

REPRESENTED BY AVERY-KNODEL, INC.

BMI

MILESTONES
for August

BMI's series of program continuities spotlights the important events on the American scene. August's release features four complete half-hour shows—smooth, well-written scripts ready for immediate use.

"SUMMER FESTIVALS"
August 3, 1957

"WONDERS OF THE WORLD"
(Ancient & Modern)
August 11, 1957

"VIRGINIA CITY"
(A New View Of The Old West)
August 18, 1957

"MAN ON THE BEAT"
(Policemen Of The World)
August 25, 1957

"Milestones" is available for commercial sponsorship—see your local stations for details.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Donna DeShazo, recent college graduate, appointed assistant in sales promotion and public relations.

Barbara Haddox, formerly program promotion director, WBNS-TV Columbus, Ohio, to WCAU-AM-TV Philadelphia as director of press information-audience promotion.

Grant Norlin, recent graduate of Washington State College, to KEPR-AM-TV Kennewick, Wash., as news director.

Duncan Miller, formerly publicity-promotion manager, WTTG (TV) Washington and assistant program director of WWDC Washington, to WMAL Washington as promotion-publicity director.

John Foster, WKNE Keene, N. H., promotion manager relinquishes his announcing duties and becomes sales representative. **Mike Elliot** and **Peter Martin** join WKNE announcing staff.

F. Douglas Chingo, KCRG-TV Cedar Rapids, Iowa, to KDAL-TV Duluth, Minn., as local sales representative.

William A. Slater, local sales manager, WJHP-TV Jacksonville, to WFGA-TV Jacksonville local sales staff.

Ray Brown, WREN Topeka, to KFAB Omaha announcing staff.

Robert P. Rimes joins WWJ-AM-TV Detroit sales promotion department.

Bill Davidson, general manager of WRCA-AM-TV New York, appointed chairman of entertainment committee for Police Athletic League (PAL) fund-raising campaign in New York, which opens this month.

Wesley Manley, administrative assistant, WTRF-TV Wheeling, W. Va., elected president of Wheeling Civitan Club.

Peter Potter, conductor of *Juke Box Jury* on KRCA (TV) Los Angeles and disc jockey on KLAC Los Angeles, father of girl, Tina Melinda, June 30.

REPRESENTATIVES

Chester Mattson, manager of L. A. office of Edward Petry & Co. and head of radio for that office, will retire Aug. 1, after nearly 20 years with Petry organization.

L. D. (Bill) Larimar, Los Angeles tv department head, becomes office manager and **Garrett Hollihan,** sales staff, is promoted to radio department manager.

John B. Dalton, NBC account executive, to CBS Television Film Sales in similar capacity.

Jerry Kelly Jr., formerly with Dancer-Fitzgerald-Sample, N. Y., appointed account executive in N. Y. office of Devney Inc.

TRADE ASSNS.

◄ **Charles Farran,** president, Griswold-Eshleman Co., Cleveland, Ohio, elected trustee of Industrial Adv. Research Institute, Princeton, N. J. He will serve on board for three years.

Thomas P. Bashaw, general manager, KFH Wichita, appointed secretary of Kansas Assn. of Radio Broadcasters.

MANUFACTURING

◄ **M. V. Musy,** formerly district manager for major appliances in northern California and Nevada for Westinghouse Electric Co., appointed district sales manager in San Francisco for radio and tv division of Sylvania Electric Products.

Creighton C. Kohnert, district appliance sales manager, Erie district Graybar Electric Co., appointed to Gulf Coast district of Graybar in similar capacity. Mr. Creighton is succeeded by **K. D. Leavitt,** who was formerly manager, major appliance sales, and **Rudy Johnson** succeeds Mr. Leavitt. Appointments of **R. L. Layne** as appliance sales manager, Minneapolis, in charge of Twin City area, and **R. W. Miller** as appliance sales manager, Duluth branch also have been announced.

Gilbert M. Davidson, formerly with Avion division of ACF Industries Inc., Paramus, N. J., to market research manager for Instrument Sales, Allen B. Du Mont Labs.

L. A. Kameen, administrator of labor relations, RCA electron tube division, appointed manager, personnel, succeeding **John B. Farese,** named manager, entertainment tube products.

◄ **Joseph T. Nolan** appointed manager of editorial and press services for RCA. Mr. Nolan joined RCA in 1955 as staff writer in department of information. Before that, he served for six years as editor in Sunday department of *New York Times.*

William S. Wheeler, assistant to president for corporate planning at Motorola Inc., Chicago, appointed manager of its Chicago military electronics center.

INTERNATIONAL

◄ **Charles C. Hoffman,** formerly administrator of Canadian government's International Trade Fair at Toronto, appointed executive vice president of Bureau of Broadcast Measurement (nonprofit organization of advertisers, advertising agencies and radio and television stations), same city. **Clyde McDonald,** research director of BBM for past two years, has resigned to form research organization.

Guy Daviault, manager of radio division of Jos. A. Hardy & Co. Ltd. station representatives, Montreal, appointed supervisor of radio and television sales. **Jean Rousseau** to sales staff of company's Montreal office, and **Bill Bartlett** to tv sales staff of Toronto office.

Hank Noble, former Mercury recording star, named night disc jockey on CHUM Toronto.

Walter J. Blackburn, president of CFPL-AM-FM-TV London, Ont., and *London Free Press,* was honored by Rotary Club of London as first non-Rotarian in its 50 year history "for service to his fellow men that has been definite and comprehensive." Citation also lauded stations and newspaper for "outstanding support of community enterprises."

Don Mann, 30, news and sports announcer of CHCT-TV Calgary, Alta., died June 27.

EDUCATION

Kenneth Harwood, chairman of U. of Calif.'s department of telecommunications, promoted to professor. **Robert Summers,** editor of *Journal of Broadcasting,* promoted to associate professor in department.

Boardman O'Connor, formerly studio manager-designer at WBZ-TV Boston, to WTTW (TV) Chicago, educational station, as assistant studio facilities supervisor.

Florence M. Monroe, tv supervisor of WNYE New York (Broadcasting Dept. of New York City Board of Education) assigned executive producer of *Living Blackboard,* educational series to be aired this fall via WPIX (TV) New York by Metropolitan Educational Television Assn.

FLEXIBILITY

– THE KEYNOTE OF STANDARD'S

5 OUTSTANDING TRANSCRIPTION SERVICES

Buy and/or lease one or all; in whole or part; we'll build just the "package" you want, tailored to your exact needs.

WRITE—for full details.

▪ LAWRENCE WELK LIBRARY: 212 of his latest and best tunes; themes, formats; voice tracks by Welk. Leased at low weekly cost.

▪ SHORTY TUNES: New pop and standard tunes each month, sold outright. The price is right; so's the length—about a minute!

▪ JINGLES and COMMERCIAL AIDS: Clev-er! Original! About 400 to fit 25 businesses, for local sales. Leased.

▪ SUPER SOUND EFFECTS: A collection of over 1,000 authentic effects; priced low by the disc.

▪ STANDARD PROGRAM LIBRARY: Impressive in size and range; buy as few as 50 discs; as many as 559.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Station Authorizations, Applications

(As Compiled by B • T)

June 27 through July 2

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through July 2

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	263	376	145
Fm	540	520	49	54	0

FCC Commercial Station Authorizations

As of February 28, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,000	513	290
Cps on air	31	16	225
Cps not on air	133	23	123
Total authorized	3,164	552	638
Applications in hearing	119	0	70
New station requests	303	10	56
New station bids in hearing	67	0	10
Facilities change requests	146	11	45
Total applications pending	900	112	353
Licenses deleted in February	0	2	0
Cps deleted in February	0	0	1

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* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through July 2

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	389	88	477[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	354	325	669[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,095	337	857	582	1,438[3]
Noncomm. Educ.	67		37	33	67[4]
Total	1,162	337	894	615	1,505[5]

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[1] 177 cps (33 vhf, 144 uhf) have been deleted.

[2] One educational uhf has been deleted.

[3] One applicant did not specify channel.

[4] Includes 48 already granted.

[5] Includes 725 already granted.

New Tv Stations

APPLICATIONS

Pittsburgh, Pa.—Metropolitan Pittsburgh Television Station, uhf ch. 47 (668-674 mc); ERP 201 kw vis., 100.5 kw aural; ant. height above average terrain 617 ft., above ground 537 ft. Estimated construction cost $149,520, first year operating cost $40,000. P. O. address 4337 Fifth Ave., Pittsburgh. Studio location Pittsburgh. Trans. location Allegheny County. Geographic coordinates 40° 26′ 46″ N. Lat., 79° 57′ 51″ W. Long. Trans.-ant. RCA. Legal counsel Fischer, Willis & Panser, Washington, D. C. Station will be operated as educational in conjunction with **WQED (TV) Pittsburgh,** owned by Metropolitan Pittsburgh.

New Am Stations

ACTIONS

Minot, N. D.—Walter N. Nelskog, Paul Crain, Delbert Bertholf and **D. Gene Williams d/b as Dakota Bcstrs.** granted 1320 kc, 1 kw D. P. O. address % Mr. Nelskog, 8633 39th Ave. S.W., Seattle 16, Wash. Estimated construction cost $18,700, first year operating cost $45,000, revenue $55,000. Principals are equal partners. Announced June 28.

Columbus, Ohio—North American Bcstg. Co. granted 920 kc, 500-w DA-1. P. O. address % **William R. Mnich** 1375 Sunbury Rd., Columbus. Estimated construction cost $44,413, first year operating cost $78,000, revenue $92,000. Principals include Mr. Mnich (pres.-gen. mgr.-53.25%), sales representative. **WCOL Columbus; John C. Fergus,** attorney (11.69%), **Robert H. Fergus,** sports car dealer (11.69%), **John H. Gardiner,** insurance agent (11.69%), and **Roger M. Doerr,** mgr. Decatur (Ill.) Pump Co. (11.69%). Announced June 28.

Jamestown, Tenn.—Jamestown Bcstg. Co. granted 1260 kc, 1 kw D. P. O. address % **Dr. Gene Cravens,** Crossville, Tenn. Estimated construction cost $19,639, first year operating cost $24,000, revenue $36,000. Principals are ⅓ owners, Dr. Cravens, Crossville medical doctor; **Dr. H. F. Lawson,** Crossville medical doctor, and **Stanley Cravens,** owner, Jamestown furniture store. Announced June 28.

Neillsville, Wis.—Central Wisconsin Bcstg. Inc.

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS
RADIO • TELEVISION • NEWSPAPER

EASTERN	MIDWEST	SOUTH	SOUTHWEST	WEST
MIDDLE ATLANTIC	VHF NETWORK	NORTH CAROLINA	WEST TEXAS NETWORK	COASTAL INDEPENDENT
$150,000	$2,250,000	$60,000	$110,000	$66,000
Unlimited independent doing a top job in an excellent market.	Low band — full power. Serving a Billion dollar market. Terms to financially responsible parties.	250-watter in sound market. Owner - manager can develop $20,000 per year profit. $25,000 down.	One of the Southwest's fastest growing markets. This station is in the black. Liberal financing.	Serving rich agricultural market area. Includes real estate. Exceptional opportunity for sharp owner-operator.
WASHINGTON, D. C.	CHICAGO, ILL.	ATLANTA, GA.	DALLAS, TEX.	SAN FRANCISCO
Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3456	Ray V. Hamilton Tribune Tower DE 7-2755	Jack L. Barton 1515 Healey Bldg. JA 3-3431	Dewitt (Judge) Landis Fidelity Union Life Bldg. RI 8-1175	W. R. (Ike) Twining 111 Sutter St. EX 2-5671

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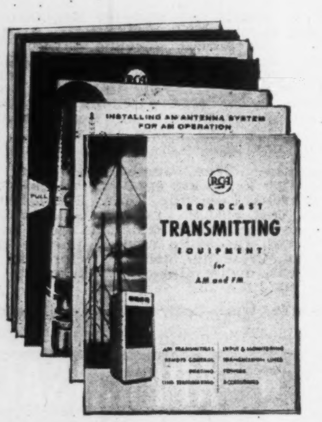

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RADIO CORPORATION of AMERICA

RCA

Tmk (s) ®

granted 1260 kc, 1 kw D. P. O. address % **Howard Sturtz Jr.,** 209 E. Fourth St., Neillsville. Estimated construction cost $18,246, first year operating cost $45,000, revenue $60,000. Principals include **Herman North** (pres.-79.6), pres., Neillsville Bank, and theatre interests; Mr. Sturtz (v.p.-20%), former mgr., Neillsville studios of **WDLB-AM-FM Marshfield, Wis.,** and orchestra leader. Announced June 28.

APPLICATIONS

Sunland, Calif.—Robert S. Marshall. 1360 kc, 500 w. D. P. O. address 5752 Bertrand Ave., Encino, Calif. Estimated construction cost $26,333, first year operating cost $52,000, revenue $75,000. Mr. Marshall, mgr. **KBLA Burbank, Calif.,** will be sole owner.

Lyons, Ga.—Twin City Bcstg. Co. 1340 kc, 250 w unl. P. O. address Box 247, Lyons. Estimated construction cost $14,005, first year operating cost $36,000, revenue $42,000. Principals include **J. L. Tollison** (15%), 25% **WGIG Brunswick Ga., H. K. Tollison** (27.5%), 25% WGIG, **John Lane, Sammy J. C. Middleton** and **John F. Lenz** (each 10%), all employes of WGIG, and **Herman F. Lange** (10%), owner of radio-tv service.

Ownership Changes

ACTIONS

KHEP Phoenix, Ariz.—Granted assignment of license from **Bam Ray Bcstg. Co.** to **Grand Canyon Bcstrs. Inc.** for $252,000. Grand Canyon, permittee for 1580 kc Phoenix, will be sole owner. Announced June 28.

WOOD De Land, Fla.—Granted assignment of license from **Deland Bcstrs.** to **Trio Bcstg. Co.** for $65,000 and obligations. **Herbert A. Saxe** (37.5%), patent medicine and cosmetic dealer, **Oscar Silverman** (37.5%), store fixture interests, and **Wallace Rifkin** (25%), program director **WATR-AM-TV Waterbury, Conn.,** will be owners. Announced June 28.

KJAY Topeka, Kan.—Granted transfer of control of licensee corporation from **Robert** and **Jeanne Rohrs** to **Dale S. Helmers, Edwin V. Schulz, Joseph W. McCoskrie** and **D. W. Overton** for $142,500. Mr. Helmers (53.8%), account executive **KMBC, KFRM-FM Kansas City,** Mr. McCoskrie (30.8%), banker, and Mr. Overton (15.4%), attorney, will be owners. Announced June 28.

WAAM (TV) Baltimore, Md.—Granted transfer of control of licensee corporation from **Ben Cohen, Herman Cohen,** et al. to **Westinghouse Electric Corp.** for $4.4 million. Westinghouse Electric Corp. owns Westinghouse Bcstg. Co., licensee of stations in **Boston, Cleveland, Pittsburgh, San Francisco, Fort Wayne, Portland, Ore.** and **Chicago.** Announced June 28.

KPAC-TV Port Arthur, Tex.—Granted assignment of cp to **Texas Goldcoast Television Inc.** for $150,000. Owners will be **Port Arthur College** (50%) and **Jefferson Amusement Co.** (50%). Announced June 28.

APPLICATIONS

KCOK Tulare, Calif.—Seeks transfer of control of licensee corporation from **Sheldon Anderson** to **Keith Munger** and **Elizabeth Munger** for $25,000. The Mungers will be sole owners.

WWIL Fort Lauderdale, Fla. and **WIL St. Louis, Mo.**—Seeks assignment of license from **Missouri Bcstg. Corp.** to **Radio Station WIL** for $650,000. Radio WIL is owned by **H. & E. Balaban Corp.** and will be 33.3% owner. **Atlantic Brewing Co.** will also own 33.3%.

WIRA Fort Pierce, Fla.—Seeks transfer of control of licensee corporation from **Chanticleer Bcstg. Co.** to **James L. Howe.** Mr. Howe is present 50.1% of station. No monetary consideration.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 4

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Biloxi, Miss., ch. 13 (12-18-56); Ponce, P. R., ch. 7; McKeesport-Pittsburgh, Pa., ch. 4 (6-3-57).

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57). Cheboygan, Mich., ch. 4.

IN HEARING: 9

Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 13; Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Butte, Mont., ch. 6; Ogden, Utah, ch. 9 (7-3-57); Buffalo, N. Y., ch. 7 (9-24-56).

IN COURT: 3

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10.

KGRN Grinnell, Iowa—Seeks assignment of cp from **Ralph J. Henry, Robert V. Coleman** and **Ralph J. Bitzer** to **Grinnell Bcstg. Corp.** Corporate change. No control change.

WEGA Newton, Miss.—Seeks assignment of license from **E. O. Roden, B. H. Gresham, James E. Reese, W. I. Dove and Zane D. Roden** to **Newton Bcstg. Co.** for $15,000. **W. E. Farrar (40%), 49% WRAG Carrollton, Ala., 45% WMAG Forest, Miss.; 30% WDOB Canton, Miss.; R. E. Hook (40%), 49% WRAG, 75% WRUS Russellville, Ky., 45% WMAG, 20% WDOB; Hugh Hughes (10%), 10% WMAG, 20% WDOB,** and **Donald R. Moore** (10%), employe WBIP Booneville, Miss., will be owners.

WNOW-AM-FM-TV York, Pa.—Seeks assignment of license from estate of **Howard J. Willams (deceased)** to **M. E. Cousler** and **Lowell W. Williams** for $125,731. **Helm Coal Co.** is licensee of stations.

WANS Anderson, S. C.—Seeks assignment of license from **Carolina Bcstrs.** to **Radio Anderson Inc.** for $85,000. **W. Ennis Bray, George C. Nicholson** and **Mrs. John C. Amick** will be co-owners. Mr. Bray and Mr. Nicholson have interest in **WAUG Augusta,** and **WYZE Atlanta,** both Ga.

Hearing Cases

FINAL DECISIONS

The Commission made effective immediately an initial decision issued May 21 and granted application of **Leo Joseph Theriot** for increase of power of **KLFT, Golden Meadow, La.,** from 500 w to 1 kw, operating on 1600 kc, D.

The Commission announced that initial deci-

Southeast
$80,000.00

Gulf Coast independent. Excellent facility in growth and resort market. Good place to live. 29% down, five year pay out.

Northwest
$175,000.00

Outstanding independent in very attractive market. Showing consistently high earnings. 29% down, balance over five years.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey William B. Ryan
Washington Building
STerling 3-4341

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Healey Building
Jackson 5-1576

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
*Member AFCCE **

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
*Member AFCCE **

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. Pilgrim 6-3000
Laboratories, Great Notch, N. J.
*Member AFCCE **

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
*Member AFCCE **

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sion proposing to grant application of **East Coast Radio Co.** for modification of construction permit of am **WKLM Wilmington, N. C.**, to change facilities from 790 kc, 500 w, daytime only to 980 kc, 5 kw, daytime, became effective June 17.

INITIAL DECISIONS

Hearing Examiners James D. Cunningham and Herbert Sharfman issued initial decision looking toward grant of applications of **James A. Noe** for change of facilities of station **KNOE Monroe, La.**, from 1390 kc. 5 kw, DA-N, U, to 540 kc, 1 kw-N, 5 kw-LS. DA-2 and **Radio Columbus Inc.**, to change facilities of WDAK Columbus, Ga., from 1340 kc. 250 w, unl. to 540 kc, 500 w-N, 5 kw-LS, DA-N, U, subject to the condition that **Miles H. Ferguson** either divest himself of his interest in station **WJHO** or vacate any position of responsibility with station WDAK, and denial of applications of **The Southeastern Broadcasting System** for a new station to operate on 540 kc, 5 kw, D, in Macon, Ga., and **B. J. Parrish** for a new station to operate on 540 kc, 1 kw, D, in Pine Bluff, Ark.

Hearing Examiner Elizabeth C. Smith issued an initial decision looking toward grant of application of **Tri-Cities Broadcasting Co.** for new tv on ch. 9 in Monahans, Texas.

TV BROADCAST ACTION

FCC REJECTS PROPOSALS FOR VHF TV BOOSTERS; PROPOSES RULES FOR UHF-TV BOOSTER OPERATION

The Commission (1) rejected proposals that provision be made to license currently unauthorized vhf booster operations, (2) rejected proposals that boosters be permitted to operate in conjunction with vhf television broadcast stations, and (3) proposed rules to provide for the operation of boosters with uhf television broadcast stations.

The proposed rules would provide for the operation of tv boosters by the licensees of uhf tv stations. Such boosters could be used to fill in "shadows" within the normal Grade A service area of a uhf station but could not be used to extend the normal service area beyond the places it would serve if operating with maximum power and antenna height. On the basis of present technical data, it does not appear feasible to permit such operation in the vhf television bands.

The power of tv boosters will be limited to that necessary to provide a signal of 5 millivolts per meter at the most distant political boundary of the principal community in the area to be served, but in no case will effective radiated power in excess of 5 kilowatts be authorized. A uhf booster would operate on the same channel as the mother station and merely amplify and retransmit the signals of the mother station.

Uhf-tv boosters provide a tool whereby the licensees of uhf television broadcast stations may improve the service rendered by such stations by bringing service to areas which, by reason of severe terrain shielding, are unable to receive the direct signals of the mother station. In communities which are ineligible for uhf-tv boosters or in which a uhf-tv booster is not considered feasible, service may be obtained through duly licensed tv translators.

Comments on the proposed uhf-tv booster rules are invited by August 1. Commissioner Doerfer abstained from voting.

TV CHANNEL CHANGES PROPOSED

The Commission invites comments by July 12 to petition by **KBAS-TV, ch. 43, Ephrata, Wash.**, to assign ch. 16 minus to that city, substitute ch. 31 for ch. 25 in Kennewick, Wash., substitute ch. 25 for ch. 31 in Richland, Wash., and change offset carrier on ch. 16 in Port Angeles, Wash., from minus to plus.

The Commission invites comments by July 12 to petition by **WNDU-TV, ch. 46, South Bend, Ind.**, to assign ch. 16 to that city by substituting ch. 75 for ch. 16 in Aurora, Ill.

The Commission invites comments by July 12 to proposal by **Central Minnesota Television Co.**, to substitute ch. 36 for ch. 7 in St. Cloud, Minn., and substitute ch. 7 for ch. 36 in Alexandria, Minn. Comr. Lee absent.

COLORCASTING

The Next 10 Days
Of Network Color Shows
(All Times EDT)

CBS-TV

Color schedule cancelled for summer period.

NBC-TV

July 8-12, 15-17 (1:30-2:30 p.m.) *Club 60,* participating sponsors.

July 8, 10-12, 15-17 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

July 8, 15 (9:30-10 p.m.) *Arthur Murray Party,* Bristol-Myers through Young & Rubicam.

July 10, 17 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

July 11 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. through J. Walter Thompson Co.

July 13 (8-9 p.m.) *Julius La Rosa Show,* participating sponsors.

July 14 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire and Rubber Co. through Young & Rubicam.

The Commission invites comments by August 1 to following related petitions:

By **WSEE (TV) ch. 35, Erie, Pa.**, to shift ch. 12 from Erie to Cleveland, Ohio;

By **WAKR-TV ch. 49, Akron, Ohio** to shift ch. 12 from Erie to Akron-Cleveland, and specify location for ch. 12 in Clarksburg, W. Va., south of that city, or shift ch. 12 from Clarksburg to Weston, W. Va., and ch. 5 from Weston to Clarksburg;

By **WKNX-TV ch. 57, Saginaw, Mich.**, to delete ch. 12 from Flint, Mich., and assign it to Saginaw-Bay City-Flint, in combination.

The Commission rejected proposal for rule making by **WPAG-TV ch. 20, Ann Arbor, Mich.**, to shift ch. 12 from Flint to Ann Arbor. Comrs. McConnaughey (Chairman) and Bartley abstained from voting.

Replies to Comments in Toll Tv Proceeding

On petition by the Joint Committee on Toll Television and the National Association of Radio and Television Broadcasters, the Commission, by further notice in the subscription tv proceeding is enabling interested parties to file, by July 22, replies in response to comments which the Commission had invited by July 8. Chairman McConnaughey abstained from voting; Comrs. Bartley and Lee dissented.

Grant for Simultaneous Uhf-Vhf-Tv Operation

The FCC granted application by Supreme Broadcasting Co., permittee **WJMR-TV** (ch 20) **New Orleans**, to operate experimental tv station on ch. 12 for purpose of making direct comparison of simultaneous uhf and vhf operation. Operating from site of WJMR-TV, experimental station will carry that station's programs. Receivers at monitoring points will compare two signals. Comr. Mack abstained from voting. (Ch. 12 was added to New Orleans on April 20.)

PETITIONS

WPFB Middletown, Ohio—Petition requesting that the revised tentative allocation plan for class B fm broadcast stations be amended to shift ch. 278 from Cincinnati to Middletown, Ohio.

KVEN Ventura, Calif.—Petition requesting that ch. 10 be re-assigned to Ventura-Oxnard, or, in the alternative, that ch. 10 be allocated to Santa Barbara and ch. 12 to Ventura, Calif.

WHOA San Juan, P. R.—Petition requesting amendment of sec. 3.606 by the institution of rule making with respect to either of the following allocation plans: Plan A—delete ch. 12 from Charlotte Amalie, V. I. and add the same to Aguadilla-Arecibo, P. R.; Plan B—exchange the allocation of ch. 12 for ch. 13 at Aguadilla, P. R. and assign ch. 13 to Fajardo, P. R. and delete ch. 12 from Charlotte Amalie, V.I.

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PROPOSE FM CHANNEL CHANGES IN CALIFORNIA

The Commission invites comments by July 29 to proposed rule making to amend the class B fm allocation plan by adding ch. 264 to Santa Catalina Island, Calif., to facilitate consideration of a pending application for that facility by the Musical Isle Broadcasting Co. Would involve channel substitutions as follows: 236 for 264 at Ventura, 260 for 236 at Santa Barbara, 223 for 260 at San Luis Obispo, and 279 for 264 at Palm Springs.

The following stations were granted renewal of license: **KOBY San Francisco, Calif.; KAIM-FM Honolulu, Hawaii; WEVD New York, N. Y.; WWOL-FM, Buffalo, N. Y.; WDEV Waterbury, Vt.**

COMMISSION INSTRUCTIONS

Reopening record for further proceeding on comparative applications of Great Lakes Television Inc., Greater Erie Broadcasting Co., and **WKBW-TV Inc.**, each for new tv on ch. 7 in Buffalo, N. Y.

Granting application of **B. L. Golden** for new am on 980 kc, 500 w, D, in **Fresno, Calif.**

Routine Roundup

BROADCAST ACTIONS
By the Commission

WHOO DeLand, Fla.—Granted increase of power from 1 kw to 5 kw, continuing operation on 1310 kc, D.

Florence Broadcasting Co., Inc. Brownsville, Tenn.—Designated for hearing application for new am on 1350 kc, 500 w, D; made **KCHR Charleston, Mo.**, and **WHHM Memphis, Tenn.**, parties to proceeding.

WBEL Beloit, Wis.—Granted change of operation on 1380 kc from 5 kw, DA-D, to 5 kw, DA-2, unl. and move to South Beloit, Ill.; engineering conditions.

WCPC Houston, Miss.—Granted increase of power on 1320 kc from 1 kw to 5 kw, continuing daytime operation.

UPCOMING

July

July 8-Aug. 2: Television Institute, U. of California, Los Angeles.

July 20-23: National Audio-Visual Convention and Exhibit, Fairfax, Va.

July 27: United Press Broadcasters of Ohio, lunch, Deshler-Hilton Hotel, Columbus.

July 29: Iowa Broadcasters, summer meeting, Hotel Fort Des Moines, Des Moines.

August

Aug. 11-13: Georgia Assn. of Broadcasters, General Oglethorpe Hotel, Savannah, Ga.

Aug. 15-17: South Carolina Radio & Television Broadcasters Assn., Ocean Forest Hotel, Myrtle Beach, S. C.

Aug. 16-18: Semi-annual meeting, West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 20-23: Western Electronic Show and Convention, **San Francisco.**

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
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- All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $15.00 per inch.

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Management

General manager. must be financially able to purchase 25% interest in powerful independent in metropolitan market. Box 996G, B•T.

Sales manager excellent New Jersey "spot" with major independent. Salary, commission and override. Box 155A, B•T.

Sales manager who loves to sell. Five figure income. Major market for strong independent in Ohio. Box 156A, B•T.

New England group operation seeks capable manager for daytime outlet. Excellent remuneration, living and working conditions. Potential is here. We don't want to supervise. We want you to supervise and produce. Active part in community life necessary. Box 294A, B•T.

Manager, California 1 kw, only station, small market, lumber and cattle economy. Voice, first class license, excellent sales and personal record imperative. Lease-purchase arrangement available to right man. Airmail brief resume. We'll phone immediately if you meet requirements. Box 353A, B•T.

Experienced professional radio staffman with small station program director qualifications. Mail applications only. Give complete details and references first letter. Photo and tape later. Box 60, West Bend, Wisconsin.

Sales manager, male or female, WMOA, Marietta, Ohio, earnings unlimited, wonderful town to live and work in. If interested contact Sandy Guyer, General Manager.

Sales

Salesman. Michigan. Major independent. Real opportunity for solid successful producer. Salary plus. Box 157A, B•T.

Radio salesman for independent in regional market. Must be experienced in selling local accounts. Send resume to Box 265A, B•T.

National radio sales manager needed for two radio stations in central U. S. Excellent markets. Unlimited opportunity. Good salary. Send complete info to Box 328A, B•T.

Sales manager in New York-New Jersey metropolitan area. Must be a go-getter. Storecasting and background music field. Commission basis. Box 361A, B•T.

Salesman—New station market. 6 month operation. Wonderful opportunity for aggressive man, terrific potential. Draw, commission. Box 385A, B•T.

One of nation's oldest radio stations in the middle west needs an experienced radio salesman. Pay and company benefits most attractive. Right man will be considered for sales manager's post. Box 388A, B•T.

Minnesota regional station needs salesman-announcer. Good salary plus commission. Box 399A, B•T.

Wanted: Salesman with proven ability, able to furnish complete background references, and complete list of satisfied clients. Two years experience minimum. $100 a week plus commission. Contact Bob Booe, Mgr., KSMN, Mason City, Iowa.

Announcers

Staff man strong on play-by-play to develop athletic program. Solid operation, one-station market. Box 295A, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Help wanted, experienced announcer, must have 1st phone, no maintenance, prefer announcer with news background. Independent daytimer in Iowa; $90 and start August 26 or September 1st, send photo and resume now. Box 340A, B•T.

New Montana station will have openings August 15th for two staff announcers. Starting salary $80.00 to $85.00 per week depending on experience. Also desire an announcer holding first class ticket, no maintenance or construction experience necessary. Box 344A, B•T.

Approximately September first. Staff announcer who can also direct public service programming. Minimum 2 years experience. Group-owned station, New York State. All benefits. Send tape. Box 345A, B•T.

500 dollars per month for good news-music announcer Montana. Must be permanent. Immediate opening. Wire immediately. Box 365A, B•T.

Good or potentially good announcer with 1st class license. Excellent salary. Rapid advancement if you can qualify as chief engineer for regional midwest independent. Send tapes, photo and references. Box 390A, B•T.

Progressive New England station going semi-independent. Revamping staff. Need announcers, announcer-salesman, salesmen, traffic, copy personnel. Station in black. Looking for people who believe in radio. Box 392A, B•T.

Immediate opening for combo announcer. Advancement opportunities. Mail applications only. Say all first letter. Box 60, West Bend, Wisconsin.

KDRO radio, Sedalia, Missouri, needs good announcer. Starting salary $65.00 per week. 40 hours. Please send aircheck.

Staff announcer. Must have good voice and solid experience. Top Montana station. Forty hours. Profit sharing, two weeks' vacation, excellent salary. Contact Assistant Manager, KFBB, Great Falls, Montana.

Experienced announcer wanted at new 500 watt daytime independent. Single man preferred. Salary open. Send complete resume, salary requirements, tape and recent photo. We are located in heart of hunting and fishing territory. Congenial announcer please apply immediately. Si Willing, Manager, Radio KMAR, Winnsboro, Louisiana.

Need immediately, ambitious announcer, preferably first ticket. Above average pay. World's best fishing, hunting, living conditions. Paying commission on sales. Rush air mail tape, snapshots KPRK, Livingston, Montana.

Experienced and qualified announcer. Send background and tape to KSYL, Alexandria, Louisiana.

Radio: If you are an experienced announcer with good voice and ideas, one with a fresh, enthusiastic style with a proven record of acceptance among adult listeners, a man with keen production and music sense and run a good board, then you're the one we want. No others need apply. Salary commensurate with ability. Fine future awaits you with solid radio-tv network station in market of over 250,000. Send picture, tape and resume including your salary requirements to Jack B. Chapman, KTSM Radio, El Paso, Texas.

Wanted, announcer-engineer. Radio Station KVOU, Uvalde, Texas.

Wonderful opportunity for announcers with fundamental broadcasting experience. Good working conditions, chance for advancement. Send tape, photo and resume to Radio Station WARK-CBS, Hagerstown, Maryland.

Immediate opening staff announcer. Send tape and resume first letter. WASA, Havre de Grace, Md.

RADIO

Help Wanted—(Cont'd)

Announcers

Experienced staff announcer with top quality voice, smooth delivery. Also, experienced play-by-play man, some staff work. Top Illinois sports station. Permanent. Rush tape, resume to WGIL, Box 751, Galesburg, Illinois.

Announcer—Will pay $85 to $100 week for settled, married man with good work record to act as news director and production manager; 25% of time gathering local news; 25% of time preparing production spots; balance as dj. Must have good voice and be good newscaster. Prefer man interested in advancing into managerial capacity with growing chain. Position is at WKUL, Cullman, Ala. Send tape and resume to Owner-Manager, Hudson Millar, 5408 Ocean Blvd., Brant Beach, New Jersey.

Successful midwest kilowatt has opening for general staff and news announcer. Qualifications: pleasant voice; flub-free delivery; sufficient experience to handle job in serious, professional manner. Complete resume with references, photo and tape to WMIX, Mt. Vernon, Illinois.

Successful corporation operating newspaper owned station has immediate opening for combo announcer-engineer. Must hold first phone ticket. Reliability more important than experience. Write or call collect to F. Gresso, WRSW, Warsaw, Indiana.

Immediate opening for staff announcer with experience, maturity, good taste in music, versatility. The announcer we hire will get above average pay, good working conditions, good future opportunities. Although it's not a requirement, preference will be given to a married man who likes small town life. Send 7½" tape, photo and full details to WVSC, Somerset, Pa.

And there you are. And here we are. Number one in all 4 of our markets, Kansas City, Minneapolis, New Orleans and Miami, more yet to come. Looking for bright sounding josh diskies like you just can't hardly find no more. Top pay, unlimited opportunities with America's most successful radio group. Send tape and resume to Bill Stewart—The Storz Stations, 820 Kilpatrick Building, Omaha, Nebraska.

Technical

Are you an energetic engineer who has no chance for advancement in your present job, then we're looking for you. We are a two-station chain with the third station permit expected shortly. We need a chief engineer, a man capable of maintenance repair, and purchase of technical equipment. The man we hire will have a chance at the construction of our proposed third station. If you're a young married man who desires to assume a permanent and responsible position with an expanding firm, send all information to Box 158A, B•T.

Engineer, install 1 kw directional daytimer. Bradenton, Florida. Ideal community. Permanent. Some announcing. Rush resume and photo. Box 356A, B•T.

Capable chief engineer 5000 watt radio NBC affiliate, tv contemplator. Starting salary $80.00 weekly. Box 366A, B•T.

Looking for men with 1st class ticket. Must be either topnotch announcer or qualified engineer. Exciting west coast market. Apply Box 386A, B•T.

Wanted immediately, first class engineer for kilowatt daytime. Contact Charles Erhard by mail or phone 4-31381, WACB, Kittanning, Penna.

Wanted—Engineer with 1st class license, combo man who can either write copy, sell or announce. Top salary commensurate with ability. WBRV, Boonville, N. Y. Phone 11.

Engineer for small market 5,000 watt am station whose good with his hands as well as his head. Experience desirable but not essential. If you like challenging, creative broadcast work, contact Chief Engineer, WCOJ, Coatesville, Penna.

Engineer with first class license and car for transmitter position. WIRL, Peoria, Illinois.

Wanted immediately, engineer announcer for one kilowatt station. Must have first class phone license. Heated apartment furnished on premises. WJWG, Conway, N. H.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted, first class radio engineer. Write WKLE, Washington, Georgia. Give work background, salary expected, etc.

TV transmitter engineers for recently licensed Indianapolis television station. Transmitter building now under construction. Write today for application to WLWI, 714 Merchants Bank Building, Indianapolis 4.

Engineer-announcer with first ticket. Reasonable experience. Box 485, Aberdeen, Maryland.

Programming-Production, Others

Hi-Fi music reviewer and industry development writer for daily newspaper. Can be non-resident parttime work. Excellent proposition. Box 300A, B•T.

Versatile disc jockey with first phone needed by progressive midwest Mutual radio and NBC-TV stations where results really count. $100.00 per week to start. Send complete particulars, including air check, to Box 327A, B•T.

Well established radio-tv operation has immediate need for an experienced radio-tv news director to assume complete charge of department. Must be able to handle on air assignments in both media. Rush complete information, picture and starting salary requirement. Box 395A, B•T.

Copywriter. Man or woman. Experienced. To write tv copy. Good salary, working conditions, and profit sharing plan. Send all information to Assistant Manager, KFBB, Great Falls, Mont.

Newsman-announcer to gather and air an hourly five-minute local newscast. Top pay for experienced worker. Radio equipped news car furnished plus tape machine and beeper phone. KGEN, Tulare, California.

Going up? If you're a man or young woman spurred on to better things by organizational ability, there's an executive position for you in radio production and operations with the only network station in a booming industrial community of 250,000. Michigan or Ontario natives write: Manager, WKBZ, Muskegon, Michigan.

RADIO

Situations Wanted

Management

Manager midwest. Currently general manager very successful midwest 5 kw independent. Desire better opportunity with $$$ for future. Young, aggressive, full of money making ideas. Have first phone. Came up through ranks. Announcer, engineer, sales manager, general manager. Minimum, $12,000. Box 335A, B•T.

Wanted—Opportunity to manage station in south. Now in midwest. Proven sales record as salesman, commercial manager. Gone as far as possible with present organization. Family man, 32, reliable, competent. Minimum $150.00 week plus incentive. Box 338A, B•T.

RADIO

Situations Wanted—(Cont'd)

Management

Manager. Competent, confident, cheerful, congenial: successful, employed, ambitious. Top references: past, present employers. Nine years experience. Now with metropolitan independent. Box 349A, B•T.

Commercial manager in medium market desires midwest position immediately. Seven years experience-sales-announcing-production. Married, family, best references. Box 355A, B•T.

Quality, service, ambition. Ready for management, programming, or promotion. Married, vet, 26, B.S. in Bus. Ad. 2 years all fields of radio. Box 360A, B•T.

Young (30), ambitious general manager, presently with part ownership of two stations, desires to purchase station in midwest. Will also consider 50% or large interest in station and will actively manage station. Have excellent record that will bear investigation. Box 396A, B•T.

Sales

Mature, but not old. Midwest farm man. Excellent background. Versatile radio and tv experience. Considering change to farm and/or sales position. $100 minimum. Box 346A, B•T.

Attention, radio, television, record and music companies. Aggressive, dependable salesman moving to southern California, request personal employment interview. Box 367A, B•T.

For sale: 15 years of tough, wonderful years learning radio and tv trade, including copy, sales and management level in leading markets in Ohio and Wisconsin. No wonder boy, but plenty of savvy, with emphasis on salesmanship. Willing to submit to Wallace-type interview. If interested, write to Box 373A, B•T.

Qualified salesman desires advancement. Background: announcer-newscaster. Married, veteran, licensed. Box 377A, B•T.

Sales, dj, newsman, 6 years top level record, seeks good southern California market station. Presently employed. Kevin Lewis, 402 Montana Avenue, Santa Monica, Calif. EXbrook 5-0370.

Announcers

Announcer, short on experience, long on ambition. Strong music, Basie to Beethoven. News, commercials. write continuity, can operate board. Box 107A, B•T.

Top-country dj, recording personality with library and 3rd class ticket, also, tv children's show mc. Experienced, sober, reliable, references. Minimum salary $150 per five day week on a one year trial. Box 248A, B•T.

Personality dj. Strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 261A, B•T.

Girl personality, dj, run own board, eager to please. Free to travel. Gimmicks and sales. Box 262A, B•T.

Dj, beginner. Capable, eager to please. Salary second to opportunity. Grad N.Y. radio school. Tape and resume immediate on request. Box 233A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer

Engineer, no announcer. Experience in construction remote control units, maintenance two and half years. Chief engineer. Now in TV. Want to go back to my true love radio. Desire job as chief engineer in Miss., La., or east Texas. Box 270A, B•T.

Experienced first class announcer—first phone seeking San Francisco—Bay or Peninsula area, top pay position. Tape will convince. Box 274A, B•T.

Announcer-dj. Wants chance to grow with live operation. Some experience, good potential. Willing and reliable. Married. Air check available. Box 305A, B•T.

Deep resonant voiced announcer with working knowledge of the business. Serious, getting married in December. Prefer news, commercials, dj. Available immediately. Box 332A, B•T.

Sports announcer, heavy on play-by-play, dj, some sales experience. Box 336A, B•T.

Announcer with 1st class license. Excellent references. Progressive station anywhere. Box 354A, B•T.

Experienced announcer, 28, family. Background sports, news, record shows. References. Box 357A, B•T.

Staff announcer presently employed northern Michigan desires music, news indie. Available September. Prefer east, however. Box 362A, B•T.

Deejay, young man, 20, desires job as disc jockey at music and news station. 2 years experience, strong on commercials; up on pop music, R&R, R&B. Salary no problem, no station too small. Box 363A, B•T.

Experienced announcer, 2½ years college, nondrinker, dj, news, staff, presently employed, seeking advancement. Box 364A, B•T.

Dependable, experienced announcer, disc jockey. Operate board-tables. Excellent references. Box 371A, B•T.

Announcer, control board, staff personality, news, commercials, platter specialties, one year experience, hard worker, single, travel, tape, references. Box 374A, B•T.

3½ years experience radio-tv. Vet, single, college graduate. Immediate availability. $90. Box 375A, B•T.

Country-western dj-announcer. Guitar. Third. Thoroughly experienced. Permanent. Box 378A, B•T.

Good announcer with first phone. Thoroughly experienced, versatile. Married, draft exempt. Prefer major market. No maintenance. Box 380A, B•T.

Chief engineer: Florida property owner desires permanent Florida position. Looking for that exceptionally qualified, dependable, sober, honest, hardworking chief? I'll stand closest character, ability and integrity investigation. First class license. Installed many stations. I'd like to hear from you. Don't let salary scare you. Box 393A, B•T.

Experienced announcer and copywriter desires summer full or parttime near D. C. Oliver 2-0380.

5 years experience radio announcer, 1st ticket. Prefer southern California, but will consider others. Strong news, glib dj. Employed. Mark Marion, 4248 Mandalay Drive, Los Angeles, Calif.

Personality dj. combo man, excellent voice, strong news, Bi-Lingual: will travel. George Mitchell, 972 Park Place, Brooklyn 13, New York. Phone: PResident 8-2807.

Technical

Engineer: single, car, some announcing. Experience: AM, FM, remote, directional, console, August 15. Box 342A, B•T.

Combo man, technical school graduate with 1st phone license. Strong country and popular music, single, have car. 1 year radio experience. Desire position with independent station in central United States. Box 368A, B•T.

1st phone, announcing school graduate, no car, beginner. Midwest, Florida or Texas. Salary and full particulars first letter. Box 369A, B•T.

Qualified radio engineer with 17 years experience specializing in non-directional daytime applications. Box 391A, B•T.

Combo, 1st phone, emphasis on engineering, 4 years experience, southern California preferred. Married, 24 years. John Penter, 320 Allen Drive, San Diego, California.

We'll soon need:

3 Deejays **2 Newsmen**

1 Continuity Writer

Expanding Northeastern (and midwestern) major-market multi-station group. If you're a pro who can do a job in highly competitive markets, you'll like our organization. Salaries open—and good! Tell all first letter. Tapes returned after careful audition. All replies confidential and staff knows of this ad.

Box 850G, B•T

EXPERIENCED RADIO-TV PEOPLE

ALL SECTIONS OF COUNTRY—NO CHARGE TO EMPLOYERS

TELEVISION—MANAGERS, DIRECTORS, ETC.

#1. **Television director** or **TV director-producer.** Interested in any metropolitan area throughout the country. This man has three years of experience in television directing, producing, announcing, floor work, film, lighting and studio coordinator, plus a year of work with the Armed forces network in Europe. Thirty years old, married with two children—currently living in the southern section of the country.

#2. **Television program director** or **producer-director.** West Coast area preferred. Ten years of very excellent and varied experience. Most recent position that of TV program director. Excellent administrative background and recommendations, also limited technical background. College graduate, 34 years old, married with two children—currently living on West Coast.

#3. **Television program** or **production manager** or **asst. mgr.** Interested in the Northeast or Southwest sections of the country. Four years television experience in all phases of production work, film director, producer-director. Also previous radio experience. College graduate, 29 years old, single—presently living in the eastern section of the country.

#4. **Television director** or **film editor**—interested in Chicago and surrounding Midwest area. Two years experience in TV as film editor, manager and director. He has worked closely with clients and agencies. Two years of college, 28 years old, married with one child. Presently working in Illinois.

#5. **Television program director,** interested in any section of the country. Four years television experience, plus three years radio experience, as announcer, newsman, asst. program director, **writer, director,** art work. College graduate, 26 years old, single, presently living in the Midwest.

#6. **Television Program Manager-Production manager** or **producer.** Interested in any area except New York City. Eight years experience in Television as production assistant and studio supervisor, most of it at network level. College graduate, 33 years old, single, presently living on the East Coast.

#7. **Television operations-Director, production manager** or **producer-director.** Interested in all sections of the country. Four years experience in television in Sales Promotion announcer-director, production manager and operation director. College graduate, 32 years old, married with four children—currently living in the Midwest.

#8. **Television Program director, Production Manager** or **Agency Director.** Interested in any larger market area. Four years television experience as director, production manager, sales and advertising, producer-director plus one year of agency work. Three years of college, 35 years old, married with one child—currently working in the Midwest.

TELEVISION PRODUCTION, CAMERA

#9. **Camera** or **floor work,** interested in the North and Middle Atlantic States. No experience, six months of TV training—camera and switchers, audio and film equipment as well as general production work. Twenty-eight years old, single, presently living in New York City.

#10. **Cameraman** or **production assistant.** Interested in any section of the country. No experience, TV training in all phases of production and camerawork, included working with color equipment, audio and film. Twenty-two years old, single presently living in New York State.

#11. **Cameraman,** interested in the eastern section of the country. One year experience as cameraman. Specialized training in television camera production work. Twenty-two years old, single, presently living in the eastern part of the country.

#12. **TV** or **radio writer, announcer-writer** or **assistant director-writer.** Interested in Northeastern United States. Six months experience as copywriter plus a good theatrical background. Thirty two years old, married with one child. Presently living in southeastern part of the country.

#13. **Production assistant,** interested in southern California and Los Angeles area. Limited experience as advertising assistant, college training in radio and tv. College graduate, 24 years old, married, presently living in Los Angeles.

#14. **Floor work,** or **production assistant.** Interested in any section of the country. No experience, training in Television, including work in directing and producing, floor, audio, camera and film, announcing. Eighteen years old, single, currently living in New Jersey.

#15. **TV** or **radio news writer, news caster** or **researcher.** Interested in any metropolitan area. Four years experience as TV news caster, research editor, assistant publicity director and military newspaper editor. College graduate in radio news. Twenty-eight years old, single currently working in California.

RADIO—MANAGERIAL, SPORTS, NEWS

#16. **Sports director,** interested in any metropolitan areas. 5½ years experience broadcasting, sports, and sports director. Very excellent personal sports background. Two years of college, 55 years old, married with two children. Currently working in Northeastern United States.

#17. **Station Manager** or **commercial manager.** Interested in southwest and west coast areas. 13 years of varied experience in radio sales and sales management. Forty-eight years old, married with three children, currently working in Northeastern United States. Interested in moving for reasons of health.

#18. **Station manager, program manager** or **news director.** Interested in all sections of of the country. 7½ years experience as announcer, program director, director of news and special events, programming and production, and station management. 41 years old, single, currently working in Washington, D. C.

#19. **Sports director** or **staff announcing.** Interested in any section of the country. 8 years experience announcing, promotion, sports director. Excellent references and background in the field of sports. College graduate, 32 years old, single, currently working in the state of Pennsylvania.

#20. **Sports director, sports announcer, administrative assistant.** Interested in any sports station in a metropolitan area. Varied experience in announcing, play by play, sports editorial work, excellent personal sports background. College graduate, 23 years old, married, currently living in the New England states.

#21. **Sports announcer, staff announcing** or **programming and sales promotion.** Interested in any section of the country. Six years experience (mostly network), staff, play by play announcer, statistician, sales service representative. Two years college, 28 years old, single, currently working on East Coast.

#22. **Station manager** or **commercial manager.** Prefers the western states. 8 years varied experience—radio sales, sales management, and station manager. Excellent sales production record. Thirty years old with one child. Currently living in California.

RADIO-TELEVISION—ANNOUNCERS, D.J.'s

#23. **TV-Radio Announcer** or **TV Staff,** interested in any section of the country. 15 years experience as staff announcer, disc jockey, special events, emcee in both radio and TV. Two years of college, 33 years old, married with one child—currently working in the mid-west.

#24. **Disc Jockey.** interested in working in any section of the country. One year of experience as disc jockey-announcer. Excellent recommendations. Completed 52 weeks radio broadcasting course. Thirty years old, married with two children, currently living in New York.

#25. **Staff announcer.** Interested in all sections of the United States. One year's experience, radio staff and play by play announcer. Also a year with armed services network, sports and announcer. College graduate. 27 years old, married—currently working in Texas.

#26. **Announcer-Disc Jockey.** Interested in the East coast and the Midwest. One and one-half years experience in news, sports director, personality D.J. and staff announcer plus four years at college station. College graduate, 22 years old, single, currently working in Virginia.

#27. **Television announcer.** Interested in Eastern part of the country. Nine years experience in radio and TV as staff announcer, Disc Jockey, commercial announcer, 28 years old, single, currently working in Mississippi.

#28. **Sports** or **Staff announcer.** Interested in Eastern Seacoast. Two years experience in radio as staff announcer, disc jockey, sports director and special events. 26 years old, single, currently living in New York.

#29. **Announcer, Announcer-Salesman.** Interested in Western States. One and one-half years experience in radio, in announcing, sales and copywriting, plus outside sales experience. College graduate, 35 years old, married with one child. Currently employed in California.

#30. **Disc Jockey** or **Staff Announcer.** Interested in going to work in any section of the country. Six years experience in radio, in staff announcing disc jockey, traffic, copy and programming. Two years of college, 27 years old, married. one child—currently working in New York.

#31. **Disc Jockey,** interested in Northern states. Limited freelance announcing experience. Attended radio announcing school. 24 years old. married, two children—currently living in Ohio.

#32. **Disc Jockey**—interested in the Western states. Five years experience as disc jockey, program director, play by play, news, staff announcing and sales. One year of college, 27 years old, married with one child. Currently working in Alabama.

You can have immediate, complete resume or personal contacts arranged. Just let us know by phone, wire or letter which people interest you. Contact M. E. Stone, Manager.

NORTHWEST RADIO & TELEVISION EMPLOYMENT SERVICE

(Formerly National) **2118 N. W. Overton, Portland 10, Ore., Phone CA 3-7248**

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Continuity writer, 12 years experience, college graduate, woman; knows traffic, library. Seeking job with responsibility and salary equal to ability. Box 343A, B•T.

Have hit the top here as program director. 9 years experience from traffic clerk up. Ulcer jobs my specialty. Married, no gypsy, and thrive on competition. Tape, resume and photo on request. Box 383A, B•T.

TELEVISION

Help Wanted

Management

Traffic manager opening. Young woman to take charge traffic department. This NBC affiliate. Experience in radio or tv traffic necessary. Please call or wire collect Office Manager, WTVO, Rockford, Illinois.

Sales

Television sales. Salesman, young, personable, free to travel, sell special television promotion package. Expenses during training, commission when qualified. Give previous selling experience and as many particulars as possible. Please enclose recent snapshot. Box 755G, B•T.

National tv sales manager for two stations, central U. S. Fast moving operations. Excellent salary. Unlimited potential. Send full details to Box 329A, B•T.

From radio to tv. Midwest medium market NBC tv station has opening for successful radio salesman now employed in midwest radio to join expanding tv sales department. Excellent opportunity. Guarantee plus commission. Box 372A, B•T.

Announcers

Radio-tv opportunity. Leading radio station with combined tv operation has immediate opening for top-flight announcer. Must be thoroughly experienced and versatile. Send background, past and expected earnings, tape and snapshot. WSAV, Savannah.

TELEVISION

Help Wanted—(Cont'd)

Technical

Television engineers. First class license required. State experience, prefer 1 or more years experience, education. Benefits: paid vacation, life insurance, plus a good place to increase your knowledge of tv. Salary dependent upon experience. South Florida location. Box 186A, B•T.

Transmitter engineer for vhf station in metropolitan midwest city. One of nation's top stations. Salary, vacations, other benefits above average. Our standards are high, and yours must be likewise. Radiotelephone first license required. State experience, education, and provide a recent snapshot. Box 384A, B•T.

First phone engineer. Salary dependent on experience. Contact Chief Engineer, WTVD-TV, Durham, N. C.

Programming-Production, Others

Wanted: Male with B.A. or B.S. Degree with training and experience in audio-visual aids—needs experience in shooting and editing single or double system 16mm sound film—Knowledge of electronics and servicing helpful. Race is not a factor. Box 389A, B•T.

TELEVISION

Situations Wanted

Management

Operations manager. Nine years radio-tv experience, including new station Sign On. Excellent references. Employed. Box 350A, B•T.

Manager, sales manager. Excellent record, 14 years experience all phases broadcasting. Good character and ability references. Family man, active in community affairs. Box 370A, B•T.

FOR SALE

$75,000 TERMS

or

$50,000 CASH

VHF TV STATION

In Great Growing Western Market

TELEPHONE FRANK OXARART AT

HOLLYWOOD 5-6171

THE ALBERT ZUGSMITH CORPORATION

ARTHUR B. HOGAN
PRESIDENT

6705 SUNSET BOULEVARD
HOLLYWOOD 28, CALIFORNIA

TELEVISION

Situations Wanted—(Cont'd)

Managerial

Sales

Successful mature salesman; radio and tv, experienced in market-consumer research, promotion and closing sales. 35, veteran, married, 2 children. Prefer midwest or Florida for family reasons. Box 322A, B•T.

Married with family seeks sales position with progressive southern station. Eleven years sales experience, three in radio, one in tv. Box 334A, B•T.

Announcers

Announcer-director with family, college, experience, pastel shirts, will travel. Box 339A, B•T.

Announcer-newsman desires opportunity some phase management. Has 7 years experience all phases programming and production, college graduate, veteran and hard worker, eager to learn. Box 358A, B•T.

Two years educational tv. Commercial radio background. B.A. Degree, vet, single. Tape or travel. Box 376A, B•T.

TV film or time. 9 years film sales to stations, agencies, clients. Sales management and film production experience. Will relocate. Light travel preferred. Salary open. Box 379A, B•T.

Technical

TV studio engineer, first phone. Four years experience include two as studio supervisor, two years video projection, and master control. Interested California and southwest, but will consider opportunity anywhere. Box 279A, B•T.

Programming-Production, Others

Experienced tv promotion manager. VHF network big market station. All phases promotion, publicity, merchandising. For complete resume, samples and references, please write Box 324A, B•T.

Disciplined, educated newspaperman, 32, switching to television news. Wants training spot, top-notch station that'll trade know-how for couple of years unstinting service. Salary unimportant. Box 326A, B•T.

This is my life. Standout newsman tapes his intimate pitch for challenging television radio assignment. Box 331A, B•T.

Female experienced in display design, sales service, continuity; M.S. in tv design, desires position midwest agency or station designing sets, product displays, or sales service. Resume, best references. Box 337A, B•T.

Program director. Nine years radio-tv experience, including new station Sign On. Excellent references. Employed. Box 351A, B•T.

Continuity director. Radio-tv experience: department head, metropolitan stations. College graduate. Versatile man, early thirties. Know copy, promotion, production, art, etc. Seeking top position, top salary, top station. Now employed. Box 352A, B•T.

Programming and production (live and film) management, 9 years tv, primary and secondary markets. Wish to relocate. Box 382A, B•T.

Young man, 28, college, five years experience, editing, camera, lighting, audio, video, photography, programming, news. Available immediately. John L. Macfarlane, Wolfville, Nova Scotia, Canada.

FOR SALE

Stations

$80,000 will give you 60% of good income tv/radio operation, vhf, southwest, major network, $50,000 cash, balance on good terms. Please identify yourself fully. Box 299A, B•T.

New England dual city fulltime operation. Price of less than $100,000 equal to annual billing. Terms. Box 381A, B•T.

KMBL Junction, Texas. 250 watt fulltime Texas station. Property includes studio and 3 bedroom home at transmitter site. $30,000.

Southwestern single station market, $40,000 total; $10,000 down will handle. This and eleven other southern stations now available. Paul H. Chapman Company, 84 Peachtree, Atlanta.

FOR SALE—(Cont'd)

Stations

Secondary market, major network, fulltime station. Reasonably profitable for owner-operator who wants to tackle larger project. $65,000 total price. Terms, through Paul H. Chapman Company, 84 Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Complete RCA Vidicon film chain type TK-21A and dual-disc slide projector type TP-3C like new. Price 75% of cost or will consider best offer. Vidicon available immediately, slide projector by July 15th. Equipment being replaced by 3-V color system. Write T. Frank Smith, KRIS-TV, Post Office Box 840, Corpus Christi, Texas.

For sale: Stencil Hoffman Tape Recorder with 2 glass enclosed racks and panels, RCA disc recorder with recording amplifier and vacuum cleaner, and 24 pair jack-strip. All used, although we have never used it ourselves, and in excellent condition. Can be seen in Hollywood at 1440 North Highland. Contact Northwest Schools, either at 1221 N.W. 21st, Portland, Oregon, phone CA 3-7246, or Vickie Selmier in Hollywood, phone HO 4-7822.

For sale, a brand new 5 kw DuMont Oak High Band vhf-tv transmitter. Priced at my cost. First with the cash gets a good buy. Contact Eli Daniels, KRSD, Rapid City, South Dakota. Phone Filmore 2-6050.

For sale—regulated power supplies, available about August 1st: 17 RCA WP33B and 9 Dumont 5019A (modified to WP33B specs) at $290 each. 8 RCA 580D at $140 each. All in excellent electrical and mechanical condition. H. A. Bondy, WAGA-TV, Atlanta, Ga.

For sale—RCA-UHF type TTU1B—1 kw. 23 channel transmitter. Filterplexer to match. Good condition. WMSL-TV, Decatur, Alabama.

Have available immediately in Chicago, one complete DuMont model 124 camera chain, portable sync generator, compliment of lenses, friction head, head sets, and dolly. Excellent condition. Asking $6,000.00. Contact John Birrel at Capital 3-7248 or 2118 N. W. Overton, Portland, Oregon.

WANTED TO BUY

Stations

Station in Florida, eastern or southern area. Secondary or larger market status. Confidential. Box 323A, B•T.

Wanted lease of am property with option or low priced buy. 25 years of broadcast experience prefers Florida, but will consider good offer. Box 330A, B•T.

Owners, brokers attention. Responsible broadcaster has cash for medium market Texas station. Replies confidential. Box 333A, B•T.

Principal with radio, tv and promotional sales background interested in buying for cash or terms, plus outstanding services. Confidential. Highest references, capabilities and financial standing. Box 341A, B•T.

Will lease fm or am-fm station in 50,000 minimum population city. Confidential. Box 348A, B•T.

Will buy all or control of Wisconsin, Michigan or northern Illinois station. Am interested in station where owner wishes to retire or pursue other interests but wants to retain partial ownership. Will personally assume management of station and guarantee fixed return to other owner or owners. Box 397A, B•T.

Group desires lease with option or will buy small daytime station in Carolinas. Send full details to BTM Broadcasting Company, 1140 Bethel Road, Charlotte 8, North Carolina.

Stations wanted. Private, independent service. Ralph Erwin, Broker. 1443 South Trenton. Tulsa, Oklahoma.

Equipment

Wanted to buy 3 kw or 10 kw fm transmitter. Also want fm monitor, other fm accessories. Reply Box 220A, B•T.

WANTED TO BUY—(Cont'd)

Equipment

Wanted: 10 kw high level modulated transmitter, not over 10 years old. State condition and price. Box 347A, B•T.

Need Dumont camera cables, A, B, or connectors. Quote price. KOLN-TV, Lincoln, Nebraska.

Exciter for fm transmitter, preferably GE. KSJO, San Jose, California.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

BUSINESS OPPORTUNITY

Man or woman with dynamic sales and promotional ability can earn $20,000 yearly or more on radio stations in progressive area. Give experience, references. Box 301A, B•T.

RADIO

Help Wanted

HELP WANTED: BROKER

Leading business brokerage house specializing in media needs top negotiator preferably with full knowledge of radio and television station operation. We are seeking conservative, industrious, sober-minded man who wants a rewarding, long-pull career—not a "fast sell" artist. Starting salary in five figures plus commission.

Send full particulars to

BOX 398A, B.T.

Sales

Midwest regional full time station in city of 140,000, trading area of 500,000 has opening for experienced salesman who wants to make money. Excellent conditions. Chance for speedy advancement. Send full details today. Timing important. Box 337A, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

NEGRO JOCKIES
WANTED

3 Top Southern Cities
Religious • R&B • Blues
Southern Men Only
Will Train Good Prospects
Pic-letter-tape

BOX 321A, B•T

A NIGHT TIME SHOW

JUST WAITING FOR A SHARP DJ TO TAKE OVER!!!

AN EXCELLENT OPPORTUNITY IN THE WEST

SEND PICTURE TAPE AND BACKGROUND INFORMATION TO:

BOX 394A, B•T

Programming-Production, Others

WANTED, *NEWSMAN*

Top pay for experienced news gatherer with air voice. Send tape and letter, including background and references to KVOS, Inc., Bellingham, Washington. (5 man news staff-shortwave equipped news cars).

FOR SALE

1 only TOWER IDECO, 576 feet, 40# wind loading, guyed and insulated TV tower. This tower was installed in August 1954. It has supported an RCA TF-12BH antenna during this time. All guy lines are broken up with Lapp insulators for 1/8 wave at 950 kc. Tower includes Crouse-Hinds type A-4 tower lighting system. All conduit for wiring. Also has conduit and wiring for 3 phase antenna de-icer circuit. Galvanized throughout. Tower is constructed in 20 foot welded sections each 5½ feet across face. Has inside climbing ladder and brackets for hanging two 3⅛" copper coaxial lines. All are in good shape and to re-erect would require only new anchors and a modification of the lowest part of each guy line. All guy lines are of pre-stressed construction, made of Bethlehem Steel Bridge strand. Tower must be taken down by August 1, 1957. Original cost of tower alone $42,300.00.

Price of tower if taken down by buyer—$8,250.00
Price of tower if taken down by owner—$16,500.00

Address all inquiries to Technical Director, WCHS-TV, 1111 Virginia Street, East, Charleston, West Virginia.

TELEVISION

Help Wanted

IMMEDIATE OPENINGS
WAVY-TV
CHANNEL 10
TIDEWATER, VIRGINIA

HAS NEED OF STAFF IN THE FOLLOWING CATEGORIES:

SALES
TRANSMITTER AND STUDIO ENGINEERS
ANNOUNCER-DIRECTORS
TRAFFIC
CONTINUITY
FILM EDITORS AND PHOTO LAB

THIS IS THE 27th LARGEST MARKET IN THE UNITED STATES. ITS LOCATION ON WORLD'S GREATEST HARBOR MAKES FOR INTERESTING LIVING. REPLY STATING SALARY AND REFERENCES TO WAVY, 709 BOUSH STREET, NORFOLK, VIRGINIA.

Sales

Tremendous opportunity KTVR, Channel 2, Denver, for television account executive.

1. *Highest commission. 15% direct, 10% agency.*
2. *Third fastest growing city in U. S. 22nd largest, 770,000 population.*
3. *Chance to advance. Affiliated with WINS, N. Y., KYA S.F., KDAY L.A., WSMB New Orleans, KPOA-KONA TV Honolulu.*
4. *Hot TV station with 600% increase in ratings past 6 months.*

We are looking for man with 3 years tv experience who is making approximately $10,000 a year now. Potential here is $15,000-$20,000 with excellent future.

Send picture and resume 550 Lincoln Street, Denver, Colorado.

TELEVISION

Situations Wanted

Programming-Production, Others

RADIO/TV PIONEER

Familiar with all phases of business. Agency, station, network experience plus good knowledge engineering. Desire N. Y. metropolitan area as public relations or publicity man. Excellent contacts with trade press and newspaper radio/tv columnists. Reply Box 325A, B•T.

YOU CAN MAKE NEWS PROGRAMMING PAY with . . .

a complete 2-man TV news staff experienced in all phases in a major VHF market.

We can produce for you the HIGHEST RATED local news programs . . . a show that can be sold.

You get an award winning team of a qualified newscaster with on-the-air personality backed up by top-flight news writer-photographer-editor.

Box 359A, B•T

FOR SALE

Stations

Single station market regional facility above average plant $125,000. Liberal terms.

PAUL H. CHAPMAN COMPANY
Station Brokers
84 Peachtree • Atlanta

Equipment

800-Foot Tower Available Shortly

Stainless—40 LB.
Also GE TY25A—Antenna
CONTACT R. M. PIERCE
WANE-TV—FORT WAYNE, IND.

ANNOUNCEMENT

GTC ACTS AS

LOCAL SALES REPRESENTATIVES
ORIGINATES NEW ACCOUNTS
INCREASES CASH RECEIVABLES

PURCHASES STATIONS FOR THEIR OWN ACCOUNT
ARRANGES MERGERS
LONG TERM FINANCING

GAY THEATRE CO., 400 QUINCY STREET
FAIRMONT, W. VA., Telephone 8000

FOR SALE

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

WANTED TO BUY

Stations

I WANT

A Radio Station in a large metropolitan market. Substantial cash available for right property. High net not prime consideration, but price tag should make business sense. Replies from principals only considered. Strict confidence respected. No brokers please. Box 316A, B•T.

INSTRUCTION

Technical Preparation
. . . . for radio and television personnel

- The Master Course for FCC License preparation (Not a "cram" course).
- The Advanced Engineering Course for men already holding a ticket. A college-level program for those who cannot attend college.
- Carl E. Smith, Director

For descriptive brochure, write to:
Cleveland Institute Radio Electronics
4902 Euclid Avenue, Cleveland, Ohio

Employment Service

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 FOURTEENTH STREET, N. W.
WASHINGTON 5, D. C.

People and Jobs

We are a source of useful information about qualified people and jobs in radio and television.

HENRY SCHAPPER AGENCY
Personnel for the Communications Arts
(*Note the new location*)
MUrray Hill 3-8626
15 East 40th Street, New York 16, New York
Paul Baron
Director of Adv-Radio-TV.

Attention announcers.
Send tapes at 7½ ips with first letter.

NO MATTER HOW

you look at it, a classified ad on this page is your best bet in getting top-flight personnel.

"I consider Ad Age the major trade magazine of advertising"

says **LEONARD V. COLSON**
Advertising Director
The Mennen Company

"Aside from being both informative and interesting, Ad Age has a very real value in familiarizing us with all the current happenings and such aspects as advertising sales, new promotions, economic conditions, marketing information, etc. I consider it the major trade magazine of advertising."

LEONARD V. COLSON

After serving as an Air Force pilot during the war, Mr. Colson operated a sales agency for two years. Following three years in the advertising department of Colgate, Palmolive Company, he came to Mennen as assistant advertising manager in 1950. In 1951, he was promoted to advertising manager and in 1953, to advertising director.

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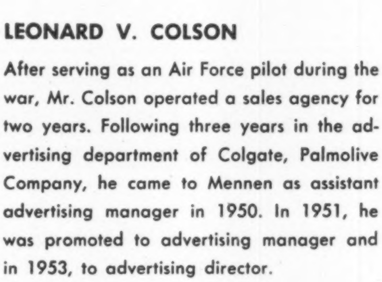

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A B•T INTERVIEW

HOW ITS INDEPENDENT MOVE PAID OFF

Radio properties are booming, says McGannon in interim report on

WHEN Westinghouse decided that its radio future lay in independent station operation, there was much speculation as to how these power stations would fare sans network affiliations. B•T's editors asked President Donald H. McGannon for a status report and this is the slightly condensed text of the exclusive interview.

Q: It's been about a year now since your four NBC Radio affiliates disaffiliated, and at the time, I believe, you said that it would take about 18 months to make the transition of the affiliates to complete independence. In point of time, you're about two-thirds of the way. Do you figure that you're about two-thirds of the way toward completion of the transition?

A: I think our experiences apply not only to the four former NBC stations but also to the one ABC station we had, KEX in Portland, Ore. This disaffiliation occurred a little later, in December. I consider that the lapse of two-thirds of the planned time has shown more than a corresponding degree of progress in the level of the stations' audience and billings. Frankly, I think we're substantially ahead of where we thought we would be a year ago this time.

If you'd like some figures on this, during the first five months of this year we billed 30% more on the five radio stations in question than we did last year. This is more than we had budgeted. The first four months have shown a 23.5% improvement in billings. So May represented basically about the biggest month we've ever had on our radio stations, I think, individually, but certainly collectively, even going back to the 1947-48 period.

Beyond this, we are vitally interested in the level of station audience because we feel that if we can capture the listener, this proves the success of our programming effort, and the commercial aspects of it will follow as a consequence.

KDKA Pittsburgh, a few weeks ago became by every survey we have available to use in Pittsburgh, both in Allegheny County Pulse and the 15-County Greater Pittsburgh Pulse, as well as Nielsen, the number one station in Pittsburgh. I don't think it ever achieved the audience position it has in recent years. The areas of improvement are even perhaps more important when you consider the individual dimension of improvement. Rege Cordic, who has been our top number one morning man right along, during the past year increased his audience by over 15%. Art Tallan who went into the morning time period, where we used to have *Bandstand* and such similar programs, has shown a 40% improvement in audience this year over last year. The month of May, again considering all segments of revenue with the exclusion of networking and any income from networking, was the biggest, largest single month on KDKA.

At KEX Portland, on the metropolitan Portland Pulse for March and April last year we were running in a relatively weak third position; this year we're in an exceedingly strong second position, and during the morning weekday periods we are considered neck-and-neck with KOIN, which is the No. 1 station in town. Weekends have also shown a marked increase in audience position, with KEX top on Sunday afternoon in contrast to a fifth position at this time last year.

In Boston, we were third station a year ago, according to the NSI area rating, and this year we're first in the total day period, 6 a.m. to 12 midnight, Sunday through Saturday ratings.

At KYW in Cleveland we had no lead-in time since WBC has only owned the station for the past 18 months. Our declaration of independence last July was practically from a standing start and we had been confronted with extraordinary problems upon taking over from NBC. There were major talent and personnel changes, including the unexpected loss of Johnny Andrews, who moved to an NBC station in New York within weeks after we actually took title to the station, and he was the top morning man. But despite all this, we've made progress.

WOWO has long dominated the Fort Wayne midwestern Indiana area, but according to the 26-county Pulse, we show an improvement in share of audience this year over last year as well, with our share better than 40%.

I think these figures are interesting, and, of course, they are very heartening from our viewpoint. I think they encourage us and confirm the convictions which we expressed just about this time last year as to why we thought this change was necessary. But, more important, it shows a direction and a momentum. We don't think the job is yet done. But we're more than well satisfied with the progress we've made in just about a twelve-month period.

They've been a tough 12 months. There were periods when we sunk substantial sums of money in talent, promotion and advertising, even though perhaps the immediacy of return was just not there. It has paid off, though, and it has justified this in very full measure.

THE QUEST FOR IMPROVEMENTS IS UNENDING

The next six months, I think, are going to represent perhaps a broadening of this base. We don't think we have a right to expect, nor will achieve, the same proportionate measure of improvement in the next six months that we have in the last 12 months. But I think this will be a buttressing and a stabilizing and consolidation of the gains we have made to date, and I think also a continuing improvement in some measure until the first of the year. That doesn't mean we stop, because there's a whole new area, we think, of polishing and improving that we can do.

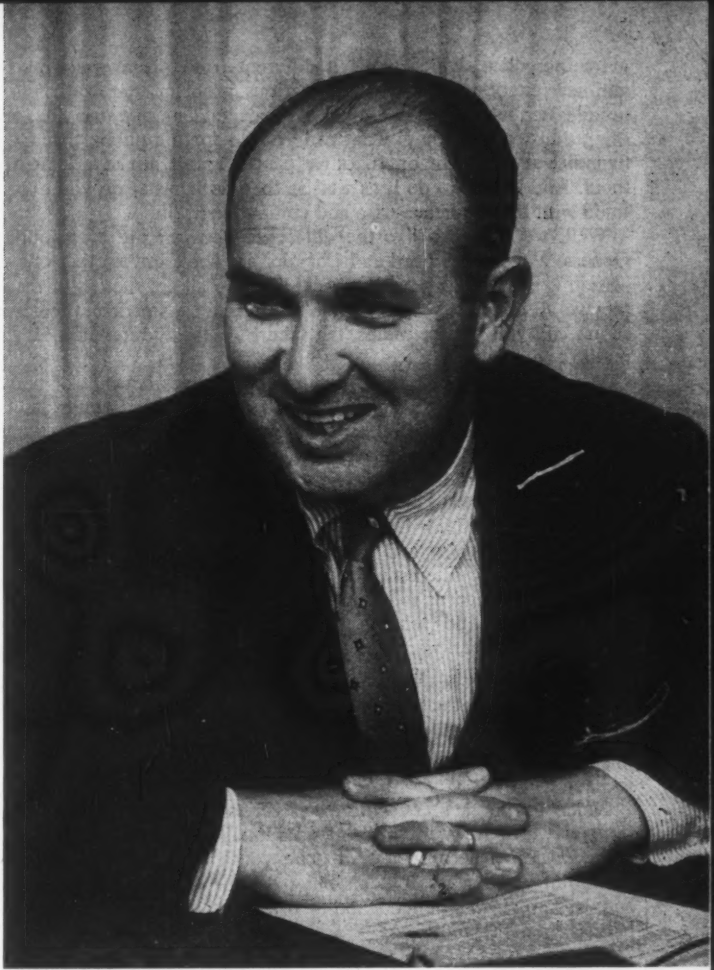
We've learned so much the past year. We had never been strong independent station operators as such, and we've been able to accomplish this with relatively little displacement, if any, in personnel. We still have the same managers of our radio stations today we had a year ago, and these are not people who have a life of experience or a broad background of experience in independent station operation. And believe me, the hardest job of making the conversion or transition from an affiliated station to an independent station is the change in attitude of people, in understanding what you're trying to accomplish. I mean the people at the station.

So, we've made progress in this field as well, but there's much yet to be done in the form of polishing and improving and perfecting where we stand on music, news, and service formats that we have adopted for these stations.

Q: Just how did you go about achieving this improvement in position in all these markets? What kind of programs did you

FOR WESTINGHOUSE

WBC's year-old non-network status



put in instead of the network programs? How did you rearrange your programs?

A: Well, the simple answer, of course, to your broad question, how did you do this, I think, is to state that we recognized the primacy and importance of programming as an entity of our whole complex. This is our product. This is what we've got to sell. And this is the area we had to concentrate upon. We also had come to the conclusions, which you remember from last year's discussions which we had together, that we believe radio to be local, and we believe that the ability to be successful in radio today depended on a couple of essential and basic factors: (1) to be as local as possible, (2) to render to the audience a continuity of consistent programming so that they would listen to your station with a regularity over long term periods so that the net effect would be a slow but nonetheless increasing share of audience constantly. I cited last year, you remember, and we've reread it a couple of times since, the survey by the Bureau of Applied Social Research at Columbia University on the question of radio, which pointed out—and we've proven this to ourselves, at least—that people in radio today don't listen to programs, they listen to stations. And they turn on the station they like, whose image, whose character, whose standing in the community they like best. They then turn it on in the morning and invariably leave it on for long periods of the day.

THIS GOAL DEMANDS SPECIAL PROGRAMMING

This broad listenership during all hours of the day was the thing that we had to reach for. We were convinced from everything we could find that the well produced, imaginative, creative music program, buttressed and supported by an aggressive local news effort, and coupled or tied into the strong, valid service, as we call it, was the formula that we needed to succeed with.

Well, the music field we approached, of course, by securing the best personalities we could. Some of these we built. Some of these we actually engaged from other stations. The fact remains, though, I think, that as we stand at the moment, the talent on our radio stations is as good as exists in our individual markets, maybe individually, but certainly collectively.

We took our news staffs and doubled them or better. We added stringers throughout our coverage areas . . . as many as 50 stringers at some stations. We secured mobile units, all of the gadgets and devices that make news-gathering on an aggressive local basis a practical and dramatic reality, beeper phone, transmitter units, recording and tape machines and all that, so that we could put on at least every hour on the hour and during certain times of the day a local news program that would be the hottest thing in town. We can't run second to newspapers.

Radio has two virtues no newspaper will ever have, immediacy and area coverage. Radio is not limited by geography or transportation. Radio doesn't have the distribution problems that newspapers do.

This fact is assuming greater and greater importance with the growth and movement of the American population, into ever-expanding suburban areas. As interurbia grows, as the outskirts of a city spread farther and farther from the urban center, a newspaper's distribution problem increases. To radio, it's literally no problem at all.

If we can bring the hottest stories in town as they occur, when they occur, from where they occur without having to wait for the nighttime edition or tomorrow morning's edition, and so on, we think we'll always have a news beat on the newspapers that just can't be reckoned with.

But again, we've only just begun to scratch the surface of the potential of this device. We think that the tape recorder is to radio news as the still camera and the motion picture camera are to newspapers and television. It adds a whole new depth to it, and this was a major area of stress insofar as we were concerned.

The third thing in our approach to local radio programming was the service aspects of it. We call these valid services, as distinguished from just straight public service. Valid services are little things that make life a little more interesting and a little more worth living, a little easier to live. At 8:30 in the morning, we might comment that it's a good drying day for the lady of the household. If it's a 95-humidity day, she may go through all the labors of washing and hanging out clothes, and they hang out there for six hours and don't dry. So, in he course of reporting the weather, we interpolate the fact that it's a 95-humidity day, a poor drying day, or it's a 65-humidity day, a good drying day.

We talk about traffic.

We report the best buy of the day, community bulletin board, the news, the weather itself, time signals. All of these things, we think, add a little bit more and make radio into what we honestly believe to be its full potential, a genuine service medium, a medium that is almost unlimited in what it can tell and do to help and guide the individual listener in the mere pursuit of his normal, sometimes monotonous activities.

Now, this was the, shall I say, the frontal, major front effort. Behind this we doubled our emphasis in the field of straight public service. By straight public service, you may recall from some of the things we did in Boston, we mean programming that is created and intended to do other than entertain—that is, to enlighten, to instruct, to educate, to inform. Now, this must be done entertainingly. But it's not a prime and sole purpose of it.

We resorted to a series of broadcasts that we think have, a little

extra ingredient, which made it different from the average music-and-news station. This is a very serious problem that confronts a broadcaster when he decides to go independent, because the one thing that worries you is what can you do for the public that four, five, six, seven, eight or 10 other people aren't already doing for them. And if you do do it as well as they do it, what do you expect to do with this, audience-wise and commercially?

Well, we think it's like the difference between the automobiles: General Motors and Ford and Chrysler are here, and another organization is substantially further back. They've all got motors in them; they've all got four wheels on the ground and a steering wheel and so on, but the fact remains that there's a vast difference in the public's response to it.

We felt we could do this with the valid service concept of better produced music, more aggressive news but also a strong public service effort which we felt could give us a character and prestige and position in the community, generate a respect, confidence and belief on the part of the listeners.

And so, we embarked upon John K. M. McCaffery doing *Books and Voices*. We think he's an exceedingly learned guy who has a very fine radio voice and he talks about not just books, not just things of literary interest, but he talks about the wonderful things being done in records today in preserving the voices and sounds of historic events and relating them to specific current novels, to specific current periodicals and the like, to give again a new dimension. Well, I think the program has been exceedingly successful.

Q: Is it on all the stations?

A: It's on all the stations, yes, and I think it's done an excellent job. It's also on all the educational stations in the country that wish to have it.

Helen Parkhurst's *Growing Pains* series proved to be successful last year, and we went into an additional, a new series. We like *Growing Pains* because it treats the youth question not from the viewpoint of only its problems but from the viewpoint of trying to acquire and glean an understanding of a lot of the motivating factors behind modern youth.

THE OTHER EXAMPLES OF PROGRAMMING

The Bergen Evans series was extended. This again was a series that we think proved out last year—just conversation, an erudite guy who's got an ability to be homey, talking, you know, about everything, as the title indicates, *Of Many Things*.

We added the Henry Toy series, which was intended and designed primarily to bring on a regular basis information, knowledge and data regarding the school systems, the status of school efforts, the whole White House Conference on Education and the subsequent effort that was involved, and we called it *Spotlight on Schools*.

This also is being made available to educational stations. Any and all of these programs will be made available to educational stations and to non-competitive stations, if they choose to have it. We think this is certainly an opportunity to get additional mileage out of a program which is considered by many using it as being worthy of a station's time and the time of the audience to listen to it, and we think it's true of our markets at least.

Now, these public service efforts, combined with the Boston Conference, were undertaken because we felt that the entire field of electronic media today dictates a much more extensive and aggressive effort be made by us in this field. Correspondingly, though, we felt we could capture an additional area of respect.

This is what we're reaching for. We have to have a character. We have to have an image. We have to be able to create a mental image in the minds of our listeners and, in television, in the minds of our viewers. We can't be a lukewarm thing in the middle, flip-flopping or washing back and forth as the tides happen to be coming in and out. Now, this is not an easy thing to do. You don't do it in a week or a month or a year. That's why I said before, when the 18 months are up, we still think there's a great deal more that we'll have to go into beyond that point.

Q: A little while back you said something about increased revenue. How much of that increased revenue for the five stations as independents is local, how much of it national?

A: Speaking in round figures, it's about 55% national spot and 45% local.

Q: Was it that way when you were on the network?

A: In the year immediately preceding our change to local programming, revenues for the 12 months averaged out at just about 55% national spot, 42% local and only 3% network, and network income had been steadily declining. The new business we have acquired has been essentially evenly divided between national and local, which is a very healthy thing. I'd like to point up that this is something which we feel very, very good about—and we'd be more concerned if we were predominantly in one direction or the other—because it shows the acceptance by the broadest possible group of advertisers in number of accounts and in calibre of advertising.

Q: Now, of those national advertisers, how many are actually program advertisers?

A: We have very few program periods either for sale or sold as such on our stations.

Q: Mostly spot?

A: Mostly spot. This is the nature of radio today. The area of consideration might be the five-minute news broadcast, it might be the weather broadcast, but these are not as you and I used to think in terms of programs in the network sense where the minimum period would usually be 15 minutes. I would say that the number of program sales that we have on our six radio stations is less than 5%.

Q: That's of national advertisers?

A: Local advertisers. Radio is essentially spot today.

Q: How much more money have you had to put in talent to overcome the absence of network programming?

A: A great deal. Appreciate this fact with us. We had a period from approximately 10 o'clock in the morning until noon. We had a period in the afternoon that varied but generally ran from 3 to 5 or 5:30, depending on what period you'd pick out. The network was contracting and expanding. Well, these are two segments of time which are prime periods. They are two segments for which you just couldn't take existing talent and roll forward and roll backward because, generally speaking, if a morning man starts at 5:30 or 6, going until 10 or 10:30, it's too long a period. And I think it's also a little hard on the audience.

At least, we think, there's a value in reasonably frequent changes. so that we had, in effect, to buy, secure, retain, employ at least two new pieces of talent on every one of our stations. And this, in effect, is about a 60 to 70% increment over our existing talent. The better people are not inexpensive. We don't purport they be bought cheaply. So I would say we had, generally speaking, just for talent alone, something in the magnitude of $350,000-$400,000 increased cost just for talent.

NEWS MUST NOT BE DUPLICATED VERBATIM

More importantly, though, there was a whole hidden area, the news thing I talked to you about. This was really doubled or more. We rewrite all of our news for every successive news period, especially where the likelihood is that it will be heard by the same person, and this is certainly true in the 7:30-9:30 a.m. period. So we had writers, and we had people outside on the street, and we had people out gathering news, and we have news editors now in every station, so that here was an area of overhead which was pure increase in cost, plus the equipment attached to it.

Really, the advertising and the promotion was also a very significant increase in expense.

Q: How would you compare your expenses, say, what you paid for on the network for network programming, to what you're paying now for talent, hidden costs and whatever else?

A: Well, if you're asking me in effect whether it was profitable to make the change, it was very profitable.

Q: I'm asking you to do a comparison for us.

A: I would say that absorbing all of these costs, and we expected this to have a depressive effect upon our profits during the immediate period following takeover, and considering the level of income we're operating at now, I would say we are 50% or 60% ahead overall as compared to our network situation, and in saying the network situation, I don't mean dollars actually received, I mean the potential of the time periods which the network occupied or held under option. Obviously the amount of money we got from the network got to be a very, very small sum of money, and to talk

50% in terms of that is, you know, close to 50% of nothing. The end result is very small. I'm saying that to take a two-hour period and strike a reasonably fair commercial level in that, 50% of this now is clear to us after amortizing all of these additional expenses.

Q: On the public service programs, are they sponsored?

A: They are, I would say, more sustaining than they are sponsored, but we have no policy against them being sponsored. We'd like to find a sponsor who could handle them. We think, however, we have more work to do in making these appealing enough to get a substantial audience that will interest sponsors. This was part of the theme behind the Boston Conference. We don't think there's anything that has to be deadly and dull about public service programming in order to qualify for some tangible or ethereal objective.

Frankly, though, with all the pressures that a radio station operator or a television station operator is confronted with, I'm not sure that he's always able to give to this area of programming the time and the attention and creativeness that he would like to. This is where we're bearing down.

One of our real coups of the year, but on the television side of the house, was the sale of a very substantial program called *2000 A.D.* to the IBM in Boston, which represented I should guess pretty close to $600,000 in expenditure on the part of IBM. This is a program which projects and deals in terms of tomorrow in the field of nuclear physics, chemistry, biology and the like. IBM has found this to be of tremendous value to them in their whole program of interesting people in joining their organization and appreciating the tremendous interrelationship between this great national organization and the fields of nuclear physics, mathematics, the calculator and all those things.

This is television, but I mention it to demonstrate a broad attitude on the question of desiring to interest people in sponsorship of public service projects. Certain things have to follow through. We must get audience, and to get audience, we must get showmanship and interest and entertaining qualities, and when we get audience, we'll get the sponsorship.

". . . we think we're doing a little better than the average, not all stations by any means, but the average."

Q: Has there been any research on the audience itself in these cities that you're in, as to whether they notice or are aware of the fact that you're independent now rather than network?

A: Yes, there has. With regard to the acceptance of music, news and service by radio listeners in the WBC markets, examination of rating surveys conducted in these areas indicates that the new format has been received with greater enthusiasm than we had previously indicated.

'IMAGE' EXCEEDS RATINGS IMPORTANCE

In addition, Mel Goldberg, our research director, had special qualitative studies conducted to determine the change, if any, in the WBC station "image." By using a new psychological technique titled "Semantic Differential," a listener profile of the station was obtained which indicates that the "image" of the WBC station is even more highly regarded than the ratings indicate, and that its audience has been greatly enlarged as a result of the new programming format.

Although listeners were not questioned specifically on change from network to independent programming, they did express recognition and approval of the changes in the programming format.

Q: You mentioned that you hope that listeners in the audience will think in terms of the station rather than individual programs, as they would with network stations. How about the advertiser? Do you think he would buy a station rather than a program?

A: Well, I think the proof of that premise is found in the way that advertisers buy radio today. Now, we think the advertiser buys radio in its broadest sense—and this is not every advertiser—in its saturation objective or purpose; namely, he buys all times of the day, and it matters relatively little as long as he gets into the right audience period as to whether he's at 7:30 or 8:45. But if he's interested in saturation, he buys morning, mid-morning, noon; mid-afternoon, the drive-home time period, evenings and hopefully, he's going to buy into the whole area of nighttime as well. We don't think you get the full value unless you go the full gamut.

Now, if a man wants to buy two spots, obviously he tends to move in the direction of morning and evening periods which psychologically, but not necessarily factually, have come to be recognized as the high-demand periods in radio. So, we don't think advertisers are geared to programs. And just for the sake of making sure you understand, the conclusion that they listen to stations and not to programs was not our conclusion. We believe this to be the case, but this was an independent study made by Columbia University on the question of modern radio.

Q: For NBC, wasn't it?

A: For NBC.

Q: Incidentally, did that lead you to disaffiliate or did it merely confirm . . . ?

A: No. We were reaching for everything and anything we could find to help confirm our judgment. You know, one of the aspects of going independent was the sincere conviction that we could do a better job audiencewise and commercially than we could having a network affiliation. This didn't carry with it a built-in quality of rancor and contempt for what the network's doing.

We appreciate as well or more, possibly, than others the real problems the networks have in this area of trying to make this radio network go and liquidate its costs and make a profit and in turn or originally capture audience. But we thought this might be a chance to test out two philosophies. Here is a guy who's been affiliated, you know, since they made networks and has been literally up to his earlobes in networking and now he's going to try a different tack.

What better basis for comparison can you get than have him working side by side with another affiliated station in the same market to see what happens? The assumed differences or points of emotional difference that appear to have cropped up in this area, I think, are totally unwarranted. We're business people and so are the networks. We're going to do the best job we know how in this area, and we assume they are; we *know* they are.

Differences of philosophy are healthy for a business, as long as they're honest differences and honest, well-thought-out convictions. If we're wrong, we're not going to be slow to repair our path, if it's possible to repair. And if we find that there's any element of our present format which is not appealing to the public or not doing the job it should be doing, we hope we're the first to recognize it, and I promise you, if we recognize it, we'll be the first to change it.

There's absolutely no jealousy or pride of authorship in this thing. We adopted a format that I guess has been going for almost as long as networking has, in adopting music and news. We think we're doing a little better than perhaps the average, not all stations by any means, but the average.

Q: Is there anything on any of the networks now that you would like to have and cannot do yourself?

A: Of course. We proposed to NBC, when they asked us the $64,000 question of what we wanted from network service, certain services which we felt were singular to the network and which could not duplicate ourselves. I suppose the most singular one of these is the international news service. We'd like to have some form of international news service. We'd be willing to pay for it, pay fairly for it, equitably for it. After all, we buy a lot of news services as it is, and we spend a great deal of money in this area, so that we wouldn't be expecting anything for nothing.

This would have also applied to the Washington situation up until the point that we've now reached that we have our own Washington news bureau. This again isn't calculated to rival the networks. This is not our objective. Our goals are totally different from the network's goals. We are trying to take Washington news and localize it for the people of our markets, so that it has a different and new and interesting meaning to them which we don't think it has either on a network news show or on the syndicated wire services.

Let me give you a for-instance. A few weeks ago we flew two news men, Jim Snyder and Mike Levine, from KDKA Pittsburgh, to Washington. With Rod MacLeish, they interviewed Jack Kennedy, the Senator from Massachusetts. And they talked about a broad gamut of things, among which was the question of whether he considered himself on all measures capable and able to be a candidate for President, how he felt about the budget, all of these other factors. Now, here's Jack Kennedy, a national figure, who I think, because of the tremendous tempo of his activities down there has little opportunity to shunt stuff back to Massachusetts that is purely interesting to them, doing a program which we in turn ran primarily on WBZ, but also on our other stations, which we think had a tremendous local interest to it. Beyond that, it had such widespread general interest that the story developed by our newsmen was picked up by all three major wire services.

Talking about how far we've gone, how far we've got to go, I think the Washington news bureau is typical of anything we've had. We went into this thing with a lot of plans, a lot of things that we thought would work. About half of them have washed out. They just haven't clicked. But correspondingly Rod MacLeish and Dick Pack and the news editors at each station and, the program managers at each station have come up with at least twice as many new ideas of how we can effectively use this. I think the thing is just now beginning to take on some substance and forward movement so that I think we're going to get a lot more value and service out of this.

But I want to emphasize the fact that we're not trying to duplicate something here with the networks and the wire services. We're not able to do that. We don't want to do it. But when we can take a story and lend meaning to it for the people of Boston, which meaning they can't even get in the *Boston Herald,* you know, then we think this is a real plus and a real value.

THERE IS A NEED FOR SOME NETWORK SERVICES

Going back to your question, there would be things the networks aren't doing and generally speaking they could do them. International news service would be a case. When we've had items such as the President speaking, we have requested the networks for a line and we have carried the programs, generally speaking.

When it came to the U.N. crises last year, of course the networks didn't carry. And we sent MacLeish to the U.N. and we did carry this ourselves, in addition to a few other stations that initially carried this. MacLeish sat through all those sessions. We taped some of them. He relayed some of it back in the form of digested and condensed versions.

Don't get the impression because we're talking about this that this is made possible by some fabulous resources of Westinghouse. These things are generally done economically, sensibly and palatably in relationship to the service rendered. We're not taking a U.N. transcript back live at a cost that is totally disproportionate to the value achieved, just to prove a point.

One thing we have proved to ourselves, and that is the tremendous creative value we've gotten out of our staffs in the course of this past 12 or 13 months. These people have been tremendous. And not only have they been tremendous individually, not only have they worked hard and produced and been creative, but the cumulative and aggregate effect of all of their creative efforts and creative thinking has been, I think, the thing that's made the principal difference.

It's not just a question of just having one program manager. We've had six program managers. And they're all confronted with essentially the identical problem, with variations as to markets and traditions and backgrounds, but they've got a basic problem, and the way they've thrown in this aggregate creative effort to meet this thing has just been terrific, which I think is something we've learned, being a multiple station operator and which I'm sure most multiple station operators have found to be the case.

Q: You mention that your news staff had been doubled or more. How many people do you have, say, in your Washington news bureau?

A: On an average I would say approximately four or five. I say average because we sometimes require a peak and at times we don't require more than MacLeish and his assistant and a gal and what-have-you. In this regard, though, you know, we've been asked a question and in turn we've asked ourselves the question. How big or how small do we want this thing to get? We've answered it in a very nebulous way. I said we'll make this thing as big as the service we can render in this particular regard. If we can render a genuine service, and it's an expansive type and it's going to continue to expand, we're going to put more and more money into this situation. We're not going to spend money recklessly and needlessly, which would be a foolish thing to do. In our individual stations, I will give you estimates and I will confirm them for you. I would say the average operation has between seven and 10 men in radio. Of course, we only have one consolidated news department in Cleveland which was consolidated when we took over . . .

Q: Consolidated with television?

A: Yes, so that we're talking in almost every instance about an independent radio operation. There are still, we think, enough differences between the two to warrant different handling and different treatment. Now, we don't want one to be subverted, even though I'm convinced we can realize economies where we do combined them. But we're studying this very closely. It's a toughie. There is much advantage in elimination of duplication of coverage.

Q: How about the other departments? Has the sales department increased?

A: Yes. What we've done in the sales department is increase sales forces salesman-wise, but not extravagantly. I would say one or possibly two men. Two men would be the exception, one man on an average.

At the headquarters level, we have recently appointed Perry Bascom as national radio sales manager, working under Bink Dannenbaum, our vice president-sales, supervising and coordinating the expanded radio sales effort. It is his function to work with the sales managers of the individual stations in matters of sales strategy, personnel, policy, etc. At the same time, he heads up the national sales effort, both in direct contact with agencies and clients and in cooperation with our station representatives.

We have zealously put into effect our national sales coordinator capacity. This is something which I'm sure is not singular to us, although certainly not everyone in the business, is doing it. We have a man on the local scene who does nothing but deal with the local representatives of national advertisers. We have found that there is a problem to be met here and we have tried to meet it with this man going out and dealing with the distributor, the regional representative, the individual sales personnel and so on. A great job can be done here.

THERE HAS TO BE A THOROUGH SALES JOB

When a stock schedule is bought on a national basis, I think this is only one element of the job to be done in buying the time. I think correspondingly if it's a retail item sold in a supermarket, there must be methods and means found to take the local salesman and stimulate and enthuse him to the point where he goes out and sells more of this merchandise and gets better shelf position and more shelf position and gets an understanding of the tremendous impact and dynamic force of radio and/or television.

This has been the job of this national sales coordinator. He does nothing else but this. He obviously doesn't write any orders because the orders are generally written for national business on a national basis at the agency. This is a man who has built a relationship for us at the local scene for national accounts, and I think that, although this didn't originate in the past year, it probably more effectively settled itself and stabilized itself in the past year. We've had wonderful success with this, and we think it's a real plus to the business. I think broadcasting would be better off if we were doing this.

Just think for a moment what the newspapers are doing in this field. The national sales manager of a newspaper is a very important man on the local scene, as you know, and he's got, I don't know how many men, but a lot more than one out pounding the street for national business. We won't get our share of that business, in my opinion, no matter what the aliquot proportion might be in relation to newspapers, until we meet them in kind, chapter and verse, for all the services they're rendering and more so.

Our product is better. There's no question about this, because we've got a whole new and extra-dynamic dimension. But the fact remains there are a lot of things to be done to overcome tradition, convictions that unless you get a tearsheet you haven't gotten your value.

Of course, we've stepped up our sales promotion greatly. We think we're heavily promotion-minded and activated anyhow, but where possible we've stepped this up and we've stepped up our advertising substantially.

I guess our advertising is up 30% this year over last year. And in this regard we think it's a wonderful and remunerative thing.

Q: How about your program department? How much has that expanded?

A: I would say it's expanded almost in direct proportion to the amount of time we had to fill after losing the network option periods. What we were doing before in local time periods is essentially what we are doing now in the corresponding periods, so we had to have people and producers come in and do the job for the vacated periods.

Now, unfortunately, I think too many people in and out of the business feel that if you go into a music format that all you need is a pile of records and the latest issue of *Cashbox*, *Billboard* or *Variety*. We don't believe this.

". . . pricing of any period of day must be one that represents advertising effectiveness or a good advertising buy."

We have heard criticisms of the music-and-news operation as reducing the radio station to the status of an "electronic jukebox," insinuating that there is something second rate about the entire music-and-news concept. Let me say here that we feel that music and news is not only a sound and proper programming format in radio today, but that it is meeting with tremendous public acceptance. Nobody likes it but people, who coincidentally are the ones whom we are licensed and dedicated to serve.

Don't think for a moment, however, that we feel that this can be done cynically or casually, or according to a mathematical formula.

We think the pacing is as important as any other single factor. We think the selection of records intrinsically can't be taken from any single survey or standard. We have a producer on every one of our shows. We think this lends a quality to a music program that you just can't get by any cynical formula or mechanical process of selecting records and popping them on the turntable. So I can't give you numbers, but I would guess that it would be almost in that direct proportion. We have, of course, expanded our record libraries very substantially, and in this regard we have broadened our staff in those record libraries.

Q: You mentioned earlier that you learned a lot of things during the past year. Some of them are pretty evident in what you have said. Can you think of any others?

A: Yes, I think a thing that we've learned, that we suspected to be the case from the surveys we read and so on, is that the acquisition of audience in radio is a slow-building process. It's unlike the present status of television and the earlier status of radio, when you punch a button up and you end up with *Lucy* or *Twenty-one* or some such show and you can get a transformation of audience that'll shock you. I cite you the case of "Twenty Seconds Over Tokyo." This MGM picture was run over KTTV (TV) Los Angeles opposite the three network shows, and they had more audience by, I think, six times, than the network programs. But look at what followed immediately after that time period. They turned off as quickly as they turned on. This is not true in radio. People do not change stations as readily.

Hence our path has not been an easy one. We've been very fortunate, and things are progressing well, but this again is the area where I started off as saying there's still a great deal to be done. We're not going to be satisfied recognizing as we do that there are areas where we're not No. 1 until we are No. 1.

People don't change their radio listening, you know, like they change other things, particularly their television listening at this particular moment. There's a tuning habit in both, but I think it's a much stronger, stable thing in radio than it is in television, and hence progress is something that only time can achieve. If anyone is inclined to expect some phenomenal results from a change, it "aint gonna" happen. It just doesn't occur that way. This is something we learned and probably learned the hard way.

The interest in news in radio is very rewarding. We always knew it was there, but if ever we were in doubt about what we were going into in numbers of people and money, it's been confirmed and justified many times over. People like radio news. I don't think they expect to get from radio news any more than they expect to get from other forms of electronic news. They don't get, the editorial comment and dimension they get in the *New York Times* or *World-Telegram* or *Herald Traveler* or *San Francisco Examiner* on the regular newscast. When they have the time to do this, they'll pick up those papers and read them and get what they want.

But they want the news for the purposes of being currently informed, and the hard-hitting local concepts and depth of it from the viewpoint of your local station buttressed, of course, by your national and international news, brings about an amalgam, and we've just been tremendously impressed the way people have responded to this, by the letters we get and information we get and people's comments about our news efforts in this area and regard.

Q: Are all your stations making a profit?

A: Oh, yes.

Q: Which one would you say is doing the best, bringing in the most revenue?

A: WIND, I assume, would be recognized as being a substantial earner and the best earner of our group. Beyond this, Cleveland, Pittsburgh and Boston are about equal and very substantial earners, but not equal to WIND. Of course Fort Wayne and Portland are in a different market situation so that relatively speaking they are on a little lower level of income.

But all of them have shown dramatic increases in the course of the two years. All of them operated in the black and at good profits in 1956, but the one that had the lowest profits in 1956 at the end of May 1957 had achieved the profit position of 1956 after five months of operation.

Q: Which one is that?

A: KEX Portland.

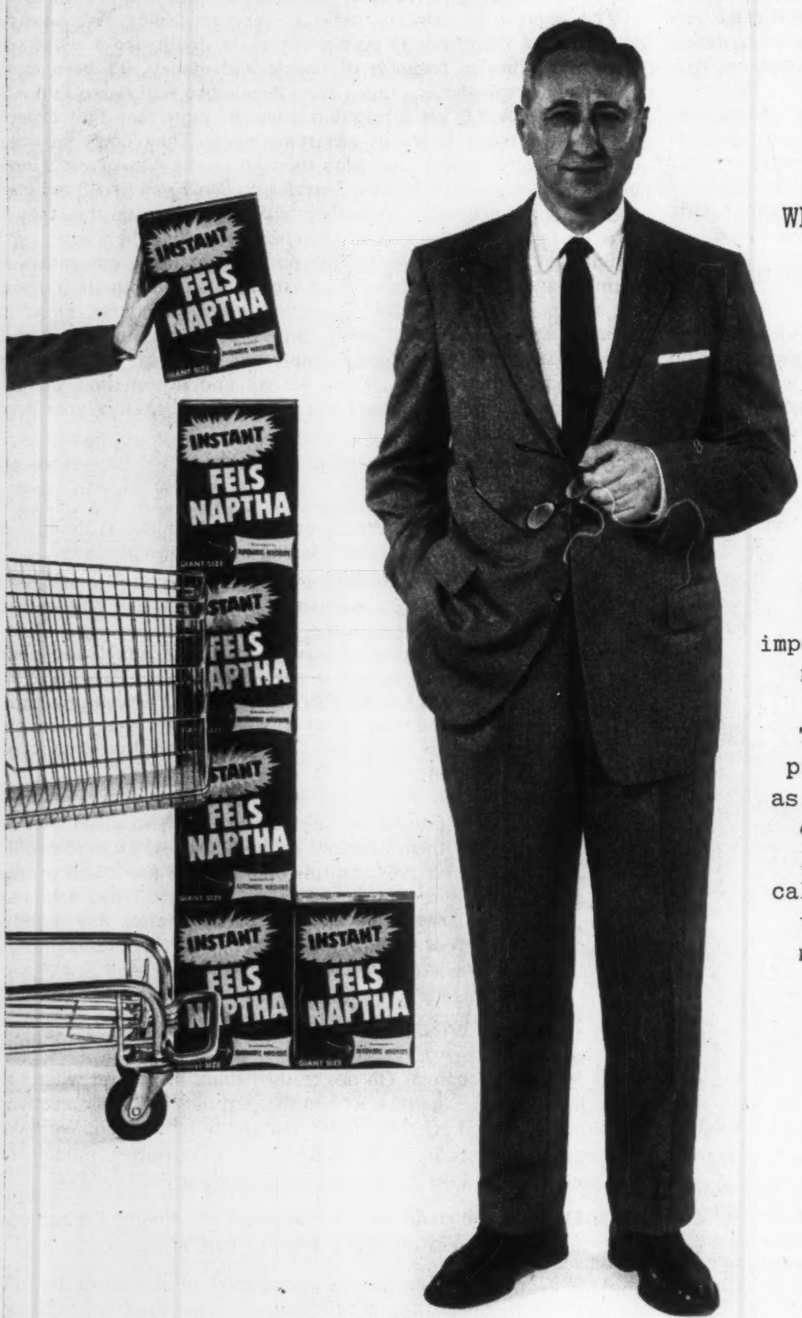
Q: Of course, WIND was never a network station. Have you ever been sorry?

A: About the change? Oh no, really I think in general whatever we calculated to be the reasons and the purposes and the objectives to be accomplished are there to be had and to be fulfilled. We have no regret about this at all. We keep saying to ourselves, though, to get back there and do more. And we're going to do just this.

Q: How do you stand on the movement of some of the stations and reps to cut nighttime rates to half of daytime?

A: We believe the pricing of any period of day must be one that represents advertising effectiveness or a good advertising buy. If someone won't buy what we consider right now to be a good advertising buy at 100%, I don't think they're going to buy it at 50% or 25% or 10%. We could have resorted to this a year or a year-and-a-half ago. We are now concluding a rate study on our stations which will show a minimal amount of deviation from their present rate structure. But we hope to prove that we can deliver audience commensurate with this to give a cost-per-thousand and an advertising buy that's good. We're not in favor of giving it away. If it's not worth anything then it does not deserve to be bought.

If, on the other hand, it is worth something, it deserves to be effectively and fairly priced. So arbitrary 50, 60, 70% discounts, we think, are not necessarily the right way to go about it. Of course, if others choose to do so, fine. But we don't propose to do it, because we think we can add something to it, we think we can make nighttime interesting, we can add a different element to radio than we presently have during the nighttime period.



Why Fels & Company prefers Crosley WLW Stations for Instant Fels Naptha Golden Soap Granulets

"WLW Stations offer that important extra of mighty grocery merchandising tied up with top Station Talent. Yes, leading TV-Radio personalities star in product merchandising-promotion as the Crosley Stations' experts cover the store fronts by top-level trade contacts, personal calls and point-of-sale push. So the Talent-tuned, power-packed merchandising-promotion of the Crosley Stations really means business for advertisers."

Max Brown

Max Brown, Director of Sales
Fels & Company

Like Fels & Company, you'll get mighty merchandising-promotion for your products too with the WLW Stations. So before you buy, always check first with your WLW Stations' Representative. You'll be glad you did!

WLW	**WLW-T**	**WLW-C**	**WLW-D**	**WLW-A**
Radio	*Cincinnati*	*Columbus*	*Dayton*	*Atlanta*

Network Affiliations: NBC; ABC; MBS **Sales Offices:** New York, Cincinnati, Chicago
Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO Manufacturing Corporation

MONDAY MEMO

from **CHARLES H. BROWER,** *general manager & vice chairman of executive committee, BBDO.*

EVEN CHINESE PROVERBS ARE INADEQUATE FOR THE PICTURE WITH RIGHT WORDS

AS FAR as I am concerned a picture *with* words is worth 10,000 old Chinese proverbs and I don't care whether research ever finds out if the picture or the sound is more important in delivering tv messages.

These arguments are like trying to decide whether your heart or your lungs are most vital to your continued conscious comfort. Without pictures tv is radio and without sound it's the old silent movies, only somewhat worse. With both, it's a whole new dimension in advertising.

Advertising is communication and our basic method of communication is words. It you don't think so, try getting across a basic idea in some other way some time. That's why people panic themselves at charades. They're trying to communicate without words.

The use of the right word is more important in television than in printed copy, although the right word is better than the trite word anywhere. In tv each little word stands pretty much by itself. It has no big headline to hide behind—no third subhead, or box, or coupon to divert attention.

Actually, there is probably no such thing as a trite word—there are only trite ideas. Great writing is not a chain of great words. It is a great *idea,* usually expressed in words quite common to small children. This is true of literature and it is true of advertising. I would rather have one man with an idea than a hundred wordsmiths. Great books have been written by ignorant people with ideas, but nothing worthwhile was ever produced by a man without ideas, no matter how learned he may have been.

THE RIGHT KEY INSURES A BRIGHT MESSAGE

In advertising "the idea" is usually the basic theme—a sound selling message with enough of a twist to be remembered. Get this once and the words will fall into line like little soldiers for you and march with pleasant precision. If the idea is bright, the words won't be trite.

The general separation of space writers and tv writers in agencies has led many people to think that there is some difference in their problems or in the way they write. But there really isn't. All mediums have certain limitations not common to others. But whether you write advertising for television, newspapers, outdoor, matchboxes or bottle caps, the basic problem is no different.

Go after that old basic theme—the sales point that is going to make your client's product appeal in the strongest manner to the customer's greatest interest—and the rest becomes pleasant detail. But the amount of writing done in this nation's advertising before any idea has occurred to anyone would reach . . . and reach . . .

Commercial writers for tv are, I think, the lucky elite of advertising. You've got motion (live, stop motion, and animation), and emotion (love, pride, envy, oh boy, what a gold mine). You've got jingles that sing and jingles that talk, announcers that can cozy up to your words and deliver them lovingly into 50 million eager ears, musical backgrounds that lull sales resistance to sleep. Above all, you've got demonstration. Space copy did great things with "before and after." In tv you have "before, during, after, and notice how my competitor's product fails in the clutch every time."

Yet there have been gross whispers, I hesitate to report, that not all tv commercials are scintillating, charming and irresistible? I've even seen a few that suffered from tired verbs or overactive dullness. Why? I'll never know why a tv writer, living in a uranium mine, will content himself with producing mud pies. Maybe it's the mother instinct—they can't help being partial to some ugly little brat just because they produced it.

SMART WRITERS BELIEVE IN DOUBLECHECKS

Television research, which has grown in influence over the past two years, helps smart writers, but it also helps the ones that aren't so smart to hide their mediocrity. The smart writer will do his stuff first, and then check it against research. The lazy writer will find dozens of little reasons out of past research to prove why the job can be done only one way—his way.

One bit of modern television research that worries me is the pre-test. I think it favors standard, familiar, everyday commercials and penalizes new ideas. A new idea is something like a baby—there is a period where it needs protection, development and encouragement. It doesn't help any to step on it. A new idea builds. It grows on you with familiarity. It needs a chance—something it is not likely to get from a swift run-through in a pre-test.

Until we get real creative automation (a term I just invented) there will be plenty of room in this television business for the writer with ideas who can express those ideas simply.

Charles H. Brower; b., 1901 in New Jersey; educ., Rutgers U. After teaching school joined George Batten Co. in 1928, just four months before it merged with Barton, Durstine & Osborn. He has been a copywriter, copy supervisor, and creative man since. In January, 1940 was elected a vice president of BBDO and a member of its board of directors. Since 1946 he has been executive vice president in charge of all creative services. He is one of the original members of the executive committee formed in 1951. He now is general manager and vice chairman of the executive committee of BBDO.

An FCC in His Future

IN NOMINATING Frederick W. Ford for the FCC, President Eisenhower came up with a ten-strike. It can be construed as a "merit" appointment because Mr. Ford served as an FCC attorney for six years and is familiar with its policies, frailties and people.

It's a good appointment because it is so much better than what might have been. Many of the candidates under consideration had little to commend them other than their work for the Republican party. Since the nomination was announced last Tuesday, sighs of relief have been heard both within and outside the FCC.

Mr. Ford left the FCC in 1953 after having served for two years as chief of the hearing division of the Broadcast Bureau. He joined the office of the Legal Counsel of the Dept. of Justice and afterward became assistant to Deputy Attorney General William P. Rogers. As an FCC trial lawyer, he had been assigned to many of the FCC's most controversial cases, including the G. A. (Dick) Richards stations license renewal proceedings, and the American Broadcasting-Paramount Theatres merger. He played a key part in the revision of the FCC's administrative and hearing procedures, working under the then Chairman Rosel H. Hyde and with Comr. John C. Doerfer, who assumed office last week as the new chairman.

Because he knows the FCC and the communications field, Mr. Ford will have no problem in assuming his important duties as the FCC's seventh member. There is still Senate confirmation ahead, but there should be no serious involvements since Mr. Ford has the qualifications. In his native West Virginia he is regarded as a "modern" Republican, of the Eisenhower school.

It took the administration a long time to catch up with the situation on the FCC in the wake of the long-known intention of Chairman George C. McConnaughey not to seek a new seven-year term after June 30, but, from where we sit, the President came up with the right calibre of men, both for the chairmanship and the vacant commissionership.

One Man's Meat

IN THIS ISSUE we present a detailed interview with Donald McGannon, president of Westinghouse Broadcasting Co., who has talked with candor about the experiences of WBC radio stations since they ended their network affiliations.

Mr. McGannon's report is a fascinating record of an adventure that turned out well. As independents, Westinghouse stations are doing more business and making more profits.

We would urge, however, that Mr. McGannon's interview be read for what it is—a report of the experiences of a resourcefully managed, well staffed and economically powerful station group. Independent operation has worked well for WBC. Whether it would work as well for others is a question which others must answer individually for themselves. It would be possible, of course, to find many operators of network affiliates who could point to recent improvements in their business.

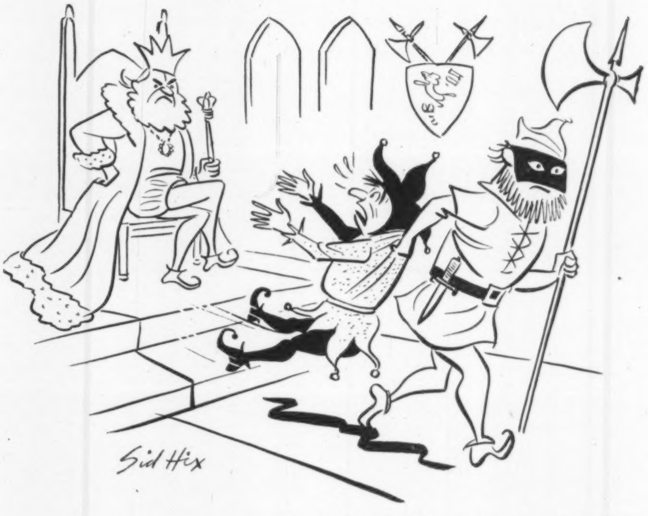
To be sure, these improvements are primarily in national spot and local revenues. Radio network business is active, but it shows no signs of recovering anything like its levels of pre-television days. In today's radio pattern, the affiliate looks upon its network more as a source of programs than as a source of income. The affiliate remains an affiliate because it believes the network supplies programs which the station could not supply for itself.

The McGannon interview is not intended by B•T as an endorsement of anything but good radio. And good radio today still embraces both independent and affiliate operations.

Dark Day

UNLESS a voting majority of the House takes leave of its senses, nothing will come of a resolution introduced last week to compel broadcasters to clear questions with the Secretary of State before interviewing Communist leaders.

We doubt that any House member who cherishes American liberties will vote to repose editorial direction of the nation's broadcast stations and networks in the hands of the Secretary of State.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"But a comedian can't be funny every day, your Majesty . . . try cutting down my exposure to once a week!"

The resolution was proposed by Rep. Ray L. Madden (D-Ind.) who criticized the CBS interviews with Khrushchev and Tito as constituting "a well prepared effort to mislead the people of the world concerning the real truth of the Communist menace."

If adopted, the resolution would express "the sense of the House of Representatives." While it would not have the force of a law, it would be a directive to the FCC urging that agency to insist that before broadcasts of interviews with officials of Communist countries the questions be approved by the Secretary of State.

Rep. Madden was motivated to introduce his resolution by his belief that the Khrushchev and Tito appearances advanced Communist propaganda and did nothing to expose the many crimes and shortcomings of international Communism. Whether his belief is valid or not is immaterial. The important point is that it is fully within the rights of CBS to interview anyone on the air, no matter what the contents of the interview. To abrogate those rights would be to meddle dangerously with basic freedoms.

Frank Stanton, president of CBS, accurately described the consequences of the resolution, if adopted, when asked for comments after his speech last week at the National Press Club. "It would be a very dark day indeed," said Dr. Stanton, "if we came to this kind of reporting in the free United States."

Security and Censorship

FROM the days of the Founding Fathers the nation's press has waged a constant battle against invasion of its freedom, guaranteed under the First Amendment. With the development of the broadcast media during the last generation, the First Amendment has applied with equal vigor to radio and television.

Now the Commission on Government Security, in what otherwise is regarded as a sound and useful report, proposes legislation making it a crime for any person willfully to disclose information that is classified as "secret" or "top secret." The proposed penalty would be five years imprisonment and $10,000. The real penalty would be the loss of our basic freedoms.

Abuses of the classification system are common in Washington. The rubber-stamp has been used by bureaucrats to conceal error or withhold information that could not conceivably have bearing on our national defense or give aid and comfort to other nations.

We doubt whether the recommendation will ever pass Congress. The balance between freedom and security is such that Congress is fearful of imposing censorship in peacetime. But it behooves all news media to let Congress know that they regard the commission's proposal as a sinister, unwarranted invasion of freedom of speech and of the press.

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